



## OFFICE OF CITY COUNCIL

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NCLGA Member Communities  
North Central British Columbia

February 13, 2024

Good day to your local government,

### **RE: British Columbia's Participation in the Support Our Troops License Plate Program**

To our fellow NCLGA members we write to share an opportunity to support advocacy work that many in your community may have an interest in.

Recently, the City of Prince George, as well as several MLAs and MPs, have written to the Province expressing support for British Columbia to participate in the Support Our Troops license plate program alongside the provinces of Alberta, Manitoba, Saskatchewan, and Ontario.

Should you wish to join the growing number of individuals, organizations and governments expressing support for the Support our Troops license plate program, a letter template is contained herein. A presentation package with information on the program is also attached. We do hope you will consider adding your voice to those in favor of this worthy cause.

We would also like to share that the City of Prince George has adopted a Veteran and Families Community Covenant to help guide the municipality in fostering a deep and meaningful relationship with past and present members of the uniformed community. We have written in support of this license plate program expansion as it is an action that supports our covenant goals. Attached to this letter is a copy of our community covenant. We have found it to be a helpful document in identifying opportunities and expressing our commitment to those who have served. We would be happy to discuss this framework if your community is interested in exploring such a pledge.

We look forward to meeting at the NCLA AGM this May in Smithers!  
Thank you for your time and consideration.

Respectfully,

Prince George City Council.

Letter Template

Honorable Mike Farnworth, MLA  
Minister of Public Safety and Solicitor General  
Room 128 Parliament Buildings  
Victoria, BC V8V 1X4

Via: [PSSG.Minister@gov.bc.ca](mailto:PSSG.Minister@gov.bc.ca)

(date)

Minister,

RE: British Columbia's Participation in the Support Our Troops License Plate Program

We would like to express support for British Columbia's participation in the Support Our Troops license Plate Program.

Other provinces have created a specialty license plate purchasable by the public to show support for our uniformed services and share a portion of the proceeds to Support Our Troops, the official charitable cause of the Canadian Armed Forces.

We believe British Columbia should join with the provinces of Alberta, Manitoba, Saskatchewan, and Ontario in the Support Our Troops license plate program to expand the programs reach and offer British Columbians the opportunity to participate.

This is a tangible way that individuals can show support for those who have answered the call to service, while giving the Province an opportunity to create a distinctive and meaningful design that pays respect to BC's rich history.

Therefore, we offer our support to this program and ask that your ministry consider how it may be implemented in BC.

Thank you for your time and consideration.

Sincerely,

(signature block)



## CITY OF PRINCE GEORGE

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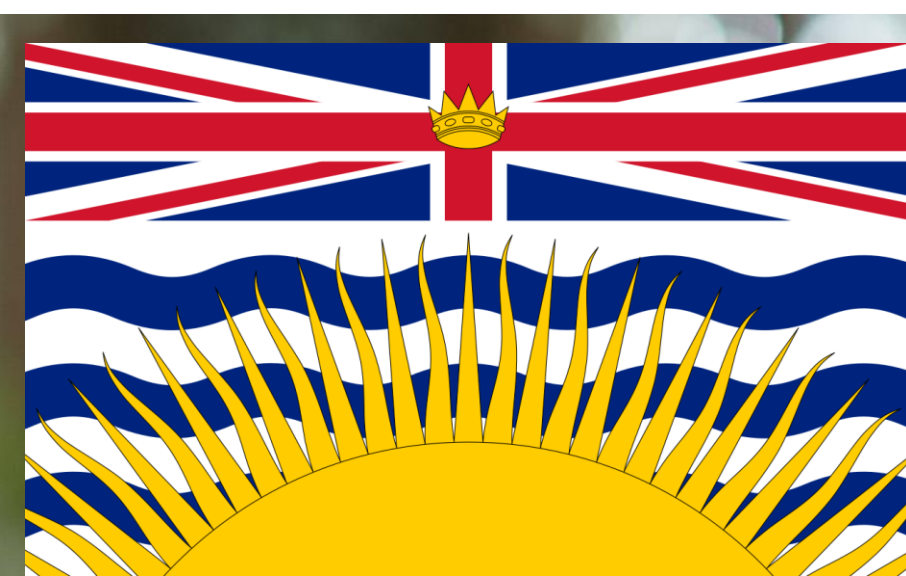
### VETERAN AND FAMILIES COMMUNITY COVENANT

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The City of Prince George Veteran and Families Community Covenant pledges to:

- reaffirm our willingness and commitment to maintaining an actively supportive environment where veterans and their families are recognized.
- work to support and showcase partnerships, organizations, programs, and services within the community that support veterans and their families.
- seek opportunities to encourage initiatives and programs that support the veteran community.
- celebrate and recognize veteran contributions to the community.
- preserve and invest in our community's heritage and community history.

Adopted the 8th day of January 2024.



# Support Our Troops

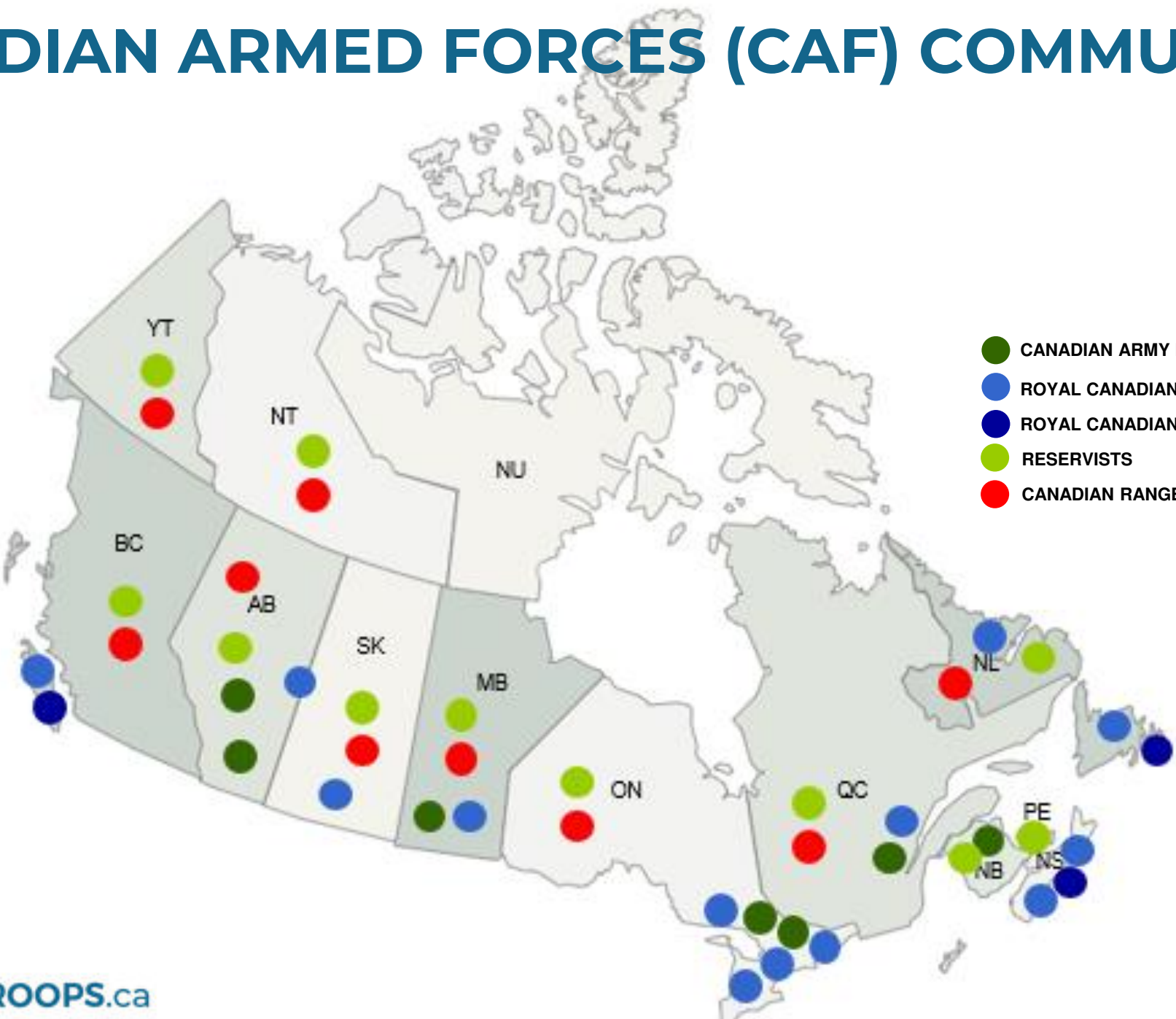
British Columbia

Scott V.J. Johnson  
January 2024



# CANADIAN ARMED FORCES (CAF) COMMUNITIES

Total CAF Community across Canada	
Ontario	85,801
Alberta	27,693
Manitoba	14,062
Nova Scotia	12,922
Newfoundland	6,605
Quebec	3,933
British Columbia	7,137
Northwest Territories	1,177
Prince Edward Island	895
New Brunswick	1,777
Saskatchewan	1,091
<b>Total</b>	<b>163,093</b>



- CANADIAN ARMY BASE
- ROYAL CANADIAN AIR FORCE BASE (WINGS)
- ROYAL CANADIAN NAVY BASE
- RESERVISTS
- CANADIAN RANGERS

# Support Our Troops, The Official Charitable Cause of the Canadian Armed Forces

## SERVING CANADIAN ARMED FORCES MEMBER

- ✓ Regular Force Members
- ✓ Reserve Force Members

## VETERAN

- ✓ Former Regular or Reserve Force member released from the Canadian Armed Forces.

## FAMILY

- ✓ The member's spouse or common-law partner who resides with the member;
- ✓ Those living apart as a result of military deployment/tasking;
- ✓ Children and dependents;
- ✓ Families of the fallen.



# Why do we support?

## Challenges of the Military Family

Our Canadian military are on the front lines for us whenever and wherever called, whether in foreign locations, or domestically.

Even the “easiest” military lifestyle can be a challenging one that experiences constant geographic relocations, long periods of absence (deployments and/or training) and the concerns around having a loved one with a “high risk” job.

It is often the children of our military members who suffer the greatest and have a higher propensity for anxiety, loneliness, special need requirements and overall uncertainty.

Operational readiness is something that we constantly strive to provide through the various support mechanisms we provide to our military members and their families.



# Give Support

- ✓ Your support and partnership will help meet the extraordinary challenges faced by members of the Canadian Armed Forces community and their families as a result of military service.



# Programs you can support

- ✓ Ill and Injured Support
- ✓ National Scholarship Program
- ✓ Financial Assistance Program
- ✓ National Youth Camps Program
- ✓ Special Needs Program
- ✓ Boomer's Legacy
- ✓ OSISS (Occupational Stress Injuries)



# 2020-2021 Support Our Troops Year in Review

Impact from April 1, 2020 to March 31, 2021

**7,800** Military members and families supported **\$3.2M** raised by generous Canadians



**133**

Military families with a child with special needs received funding



**400**

Military families accessed programs and services in support of enhanced mental health and well-being



**2,105**

Operational Stress Injury Social Support Program



**192**

Military children went to summer camp



**549**

Military families received support through the License Plate Program



**129**

Were offered support while in hospital



**75**

Scholarships awarded to Military spouses and dependents



**458**

Military spouses attended entrepreneurship and employment training



**372**

Military families received emergency financial assistance



**\$154,800**

Disbursed through the Holiday Hamper Program to assist up to 871 families

# Impact from April 1, 2021 to March 31, 2022

**7,712** Military members and families supported  
**\$4.9M** distributed through grants, loans and the funding of various programs

## Support for our Canadian Armed Forces members, Veterans, and their families

We work to improve the lives of military members and their families by providing financial assistance to promote family resiliency and support Veterans and serving members who may have an illness or injury through a variety of grants and programs. Examples of the support we have provided over the last year include:



**167 members**

with a child with special needs received support

**\$145K**



in funding to assist families with raising a child with exceptionalities.



**174 members**

assisted through an Emergency Grant providing financial support during an immediate financial distress situation.



**\$200,000**

received from SISIP Financial to ensure members of the CAF community received support they needed through the Emergency Grant Program.



**216 members**

received support with scholarships and employment assistance through provincial license plate programs.



**239 military spouses**

attended entrepreneurship and employment training.



Funding for 35 special needs facilitators, allowed

**142 children**

with special needs to attend camp.



**\$52K** distributed to

2,872 members through the Operational Stress Injury Social Support Program to assist members, Veterans, and families dealing with an operational stress injury.

**247 families**

through the Esquimalt Military Family Resource Centre, participated in Dolly Parton's Imagination Library, a not-for-profit book-gifting program devoted to inspiring a love of reading in military children during the pandemic.



*She opens the new book with her dad every month and when he's deployed she saves it to open on webcam. It is a special thing they have done together from the start.*  
 Military Spouse



**111 hospitalized**

currently serving members and Veterans were assisted to ensure their utmost care and comfort.

**81 Gagetown families**



received deployment support through the Lending Library, which include: deployment support books, Teddy Bears and Story Books, assistive devices, and anti-anxiety kits.

*I love this program and it has been a wonderful resource for my son to try out new things. I was pleasantly surprised to walk by my son's room and see him staring up the stars on the tent and asking me so many questions. I had no idea that one small little tent could help him sleep better at night by creating a little place of his own and get him*

# License Plate Program

The Support Our Troops License Plate Program, adopted by Alberta, Manitoba, Ontario and Saskatchewan, is an easy and creative way for Canadians to rally support for our military in an impactful way.

These customized license plates feature our signature Yellow Ribbon, which exemplifies the story of Canadians from coast to coast coming together to show their gratitude to our women and men in uniform.

Funds raised from these specialty plates support current and former members of the Canadian Armed Forces and their families.



“The men and women of the Canadian Armed Forces provide a tremendous service to our province, country and the international community. It is difficult to find ways to truly express our appreciation to them and their families for their service and sacrifice. This program enables Albertans to show their support in a small, but meaningful way. It is inspiring to see these plates on so many Alberta vehicles, knowing the significant difference these donations have made to the lives of military families.”

Nate Glubish, Service Alberta Minister (Since April, 2019)



As of 31 March, 2023



<b>Program Started:</b>	2014
<b>Donation / Plate:</b>	\$55.00 / \$75 (total cost)
<b>Total Plates:</b>	57,644
<b>Amount Raised:</b>	\$3,170,420
<b>Use of Funds:</b>	Serving members, Veterans, and families



<b>Program Started:</b>	2016
<b>Donation / Plate:</b>	\$30.00 / \$55 (total cost)
<b>Total Plates:</b>	2,889
<b>Amount Raised:</b>	\$86,670
<b>Use of Funds:</b>	Military Families / MFRC in Saskatchewan Scholarships



<b>Program Started:</b>	2015
<b>Donation / Plate:</b>	\$30.00 / \$70 (total cost)
<b>Total Plates:</b>	4,532
<b>Amount Raised:</b>	\$158,870 (incl. \$20K donation)
<b>Use of Funds:</b>	Ten (10) x \$1K Scholarships / year



<b>Program Started:</b>	2009
<b>Donation / Plate:</b>	\$2.50 (\$4.50 vanity) / \$82 (total)
<b>Total Plates:</b>	Unknown
<b>Annual Contribution:</b>	~\$125 / Year
<b>Use of Funds:</b>	Various



**Thank you all!**

