



CANADA'S FOUNDATION FOR
THE MILITARY COMMUNITY

Strategic Plan 2026-29



VISION

A Canada where every military member, Veteran, and their family is supported, valued, and honoured for their service.



MISSION

To advance the well-being of military members, Veterans, and their families through research, advocacy, and strategic grant-making to inspire recovery, strengthen families, and foster community connection.



OUR VALUES

1 We honour service.

We value those who serve, past and present, and the families who stand beside them.

2 We acknowledge the complex realities of service.

We understand that service changes lives in positive and negative ways and strive to respond to all needs. No two service stories are the same, and each deserves equal respect and care.

3 We are informed by the voices of our community.

We listen first and are guided by, and accountable to, those we serve.

4 We act collaboratively.

We achieve impact through working together with our partners in military, government, academia, and the community.

OUR VALUES CONTINUED

5 We value inclusion.

We advocate and invest in ways to support under-represented voices in the military, Veterans and their families.



6 We act with integrity.

We earn trust through transparency, accountability, and responsible stewardship.



7 We pursue impact with humility.

We take on ambitious goals with care, professionalism, and respect for those we serve.

STRATEGIC FRAMEWORK

