



BIRCHALL LEADERSHIP AWARD 2020

The Royal Military Colleges Foundation *in partnership with*
True Patriot Love Foundation's Captain Nichola Goddard Fund
Calgary, Alberta March 9, 2020



MEDIA ADVISORY

Prestigious Leadership Award to be Presented to Olympian Beckie Scott in Calgary

Calgary, AB – Beckie Scott, an internationally-recognized leader in sport and an Olympic gold medalist in cross country skiing, one of Canada's modern heroes, will be honoured in Calgary on March 9, 2020 with the prestigious Birchall Leadership Award, created in honour of a Canadian World War II hero, 2364 Air Commodore Leonard Birchall. The Award will be presented at True Patriot Love Foundation's Captain Nichola Goddard Roundtable and Reception hosted by Bennett Jones LLP. Ms. Scott has served as an athletes' representative at the highest level of international sport and is recognized globally for her efforts on behalf of clean, fair doping-free sport and athletes' rights. Beckie Scott exemplifies Air Commodore Birchall's qualities including the ability to lead in the face of difficulty or adversity to promote the welfare and safety of others.

The Birchall Leadership Award is presented biennially by the Royal Military Colleges Foundation to a deserving Canadian to honour the memory of 2364 Air Commodore Leonard Birchall (1915-2004), who was an exemplary leader during World War II in combat and in prisoner of war camps, and post-war as a senior RCAF commander.

Air Commodore Birchall, while pilot of an RCAF Canso seaplane on April 4th, 1942, spotted a Japanese raiding fleet off the coast of Ceylon (now Sri Lanka). His report allowed a Royal Navy fleet to save most of their ships and reduce damage to bases on the island. However, Air Commodore Birchall was shot down and spent the next three and a half years as a POW. As an Allied officer in Japanese camps, he personally intervened during brutal mistreatment of the POWs and inspired others to do the same, saving many lives but receiving severe beatings in return. His secret diaries were used after the war as evidence at Japanese war crimes trials.

Air Commodore Birchall was born in St. Catharines, ON and was a 1937 graduate of the Royal Military College (RMC) in Kingston, ON, rising to the rank of Air Commodore after the war. He was Commandant of RMC from 1963 until his retirement in 1967, after which he became Vice-Patron of the RMC Club. The RMC Foundation is the sponsor of the Award and chooses the Birchall Award honoree. The RMC Foundation and Club are made up of alumni of Canada's military colleges including RMC, RMC Saint-Jean, QC and the former Royal Roads Military College in Esquimalt, BC. Captain Nichola Goddard was an RMC graduate in 2002 and the first female Canadian soldier to die in a combat role.

The Captain Nichola Goddard Fund, managed by True Patriot Love Foundation, supports national community programs that help servicewomen, Veteran women, and their families manage the realities of a career in the military and serve as leaders to other women in Canada and around the world. The Fund was established in memory of Captain Nichola Goddard.

The True Patriot Love Foundation is a Canada's leading organization supporting the military and Veteran community. The foundation raises awareness around the challenges related to military service and funds programs for serving members of the Canadian Armed Forces, Veterans and their families that support their well-being, enable rehabilitation and recovery from injury, assist the children and spouses of those who serve, and promote re-integration into communities following service. Since inception, True Patriot Love has committed over \$28 million in funding to 825 community-based programs across the country, which has helped change the lives of more than 30,000 military members, Veterans and families.

For more information, please visit <https://truepatriotlove.com/get-involved/events-educational-trips/goddard-reception-2020/>

For more on Beckie Scott, visit <https://olympic.ca/team-canada/beckie-scott/> or <https://www.linkedin.com/in/beckiescott/>

For additional background on Air Commodore Birchall, visit: <https://rmcfoundation.ca/about/birchall-leadership-award/>



PRIX DE LEADERSHIP BIRCHALL 2020

La Fondation des Collèges militaires royaux *en partenariat avec*
le Fonds Capitaine Nichola Goddard de la Fondation La Patrie
gravée sur le cœur
Calgary, Alberta, le 9 mars 2020



AVIS AUX MÉDIAS

Un prestigieux prix de leadership sera remis à l'olympienne Beckie Scott à Calgary

Calgary, Alberta – Beckie Scott, médaillée d'or aux Jeux olympiques en ski de fond et leader reconnue mondialement, qui figure parmi les héros contemporains du Canada, se verra décerner le prestigieux prix de leadership Birchall, à Calgary, le 9 mars 2020. Ce prix a été créé en l'honneur d'un héros canadien de la Deuxième Guerre mondiale, le commodore de l'air 2364 Leonard Birchall. La remise du prix aura lieu lors de la table ronde et réception Capitaine Nichola Goddard de la Fondation La Patrie gravée sur le cœur. L'événement sera organisé par Bennett Jones LLP. M^{me} Scott a représenté les athlètes dans les plus hautes sphères du sport international. Elle est par ailleurs reconnue à l'échelle mondiale pour son travail afin d'assainir le sport, d'éliminer le dopage, de promouvoir l'équité et de défendre les droits des athlètes. M^{me} Scott incarne parfaitement les qualités pour lesquelles le commodore de l'air Birchall était réputé, notamment son leadership pour veiller au bien-être et à la sécurité des autres malgré les difficultés et l'adversité.

Tous les deux ans, le prix de leadership Birchall est décerné par la Fondation des Collèges militaires royaux à un Canadien méritant. Ce prix souligne la mémoire du commodore de l'air 2364 Leonard Birchall (1915-2004), qui a joué un rôle exemplaire au combat et dans des camps de prisonniers lors de la Deuxième Guerre mondiale, et s'est distingué comme commandant de l'Aviation royale canadienne (ARC) après la Guerre.

Le 4 avril 1942, alors qu'il est aux commandes d'un hydravion Canso de l'ARC, le commodore de l'air Birchall repère une flotte navale japonaise comptant des porte-avions près de la côte de Ceylan (maintenant appelé le Sri Lanka). Il alerte la Marine royale, qui réussit à sauver la majorité de ses navires et à limiter les dégâts à ses bases établies sur l'île. L'avion du commodore de l'air Birchall est toutefois abattu, et ce dernier passera les trois années et demie suivantes comme prisonnier de guerre. En tant qu'officier des Forces alliées interné dans les camps japonais, le commodore de l'air Birchall intervient personnellement pour faire cesser le mauvais traitement des prisonniers et en inspire d'autres à suivre son exemple. Il permet ainsi de sauver la vie de nombreuses personnes, ce qui lui vaut par contre de graves sévices. Plus tard, son journal personnel servira de preuve incriminant le Japon lors des procès pour crimes de guerre.

Le commodore de l'air Birchall est né à St. Catharines, en Ontario. Diplômé de 1937 du Collège militaire royal (CMR) à Kingston, il a été nommé commodore de l'air après la Guerre. Il a également été commandant du CMR de 1963 jusqu'à sa retraite, en 1967. Il est ensuite devenu vice-parrain du Club des CMR. La Fondation des CMR commandite la remise du prix Birchall et en choisit les récipiendaires. La Fondation et le Club des CMR sont composés de diplômés des collèges militaires royaux du Canada, dont le CMR, le CMR Saint-Jean (Québec) et l'ancien Collège militaire Royal Roads à Esquimalt (Colombie-Britannique). Diplômée du CMR de 2002, la capitaine Nichola Goddard a été la première femme soldat du Canada à périr au combat.

Administré par la Fondation La Patrie gravée sur le cœur, le Fonds Capitaine Nichola Goddard profite à des programmes communautaires nationaux qui aident les militaires féminines, les anciennes combattantes et leurs familles à composer avec les défis uniques propres à la carrière de militaire et à agir comme leaders auprès d'autres femmes au Canada et ailleurs. Le Fonds a été créé en l'honneur de la capitaine Nichola Goddard.

La Fondation La Patrie gravée sur le cœur est le principal organisme canadien venant en aide à la communauté des militaires et des anciens combattants.

La Fondation travaille à faire connaître les défis liés au service militaire. Elle finance également des programmes destinés aux membres des Forces armées canadiennes, aux anciens combattants et à leurs familles, pour veiller à leur bien-être, favoriser leur réadaptation à la suite de blessures, aider leurs enfants et leurs conjointes et conjoints, ainsi que faciliter leur réintégration dans la société après leur service militaire. Depuis sa création, l'organisme a accordé plus de 28 millions de dollars à 825 programmes communautaires au pays, ce qui a permis d'améliorer la vie d'au-delà de 30 000 militaires, anciens combattants et membres de leurs familles.



PRIX DE LEADERSHIP BIRCHALL 2020

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Pour obtenir un complément d'information, consultez le site <https://truepatriotlove.com/fr/faites-votre-part/evenements-et-voyages-educatifs/la-2e-serie-annuelle-de-receptions-captain-nichola-goddard-presentee-par-bennett-jones/>.

Pour en savoir plus sur Beckie Scott, visitez le <https://olympique.ca/team-canada/beckie-scott/> ou <https://www.linkedin.com/in/beckiescott/>.

Si vous désirez obtenir plus de renseignements sur le commodore de l'air Birchall, rendez-vous sur le site <https://rmcfoundation.ca/about/birchall-leadership-award/>



CAPTAIN NICHOLA GODDARD

ROUNDTABLE & RECEPTION

PRESENTED BY BENNETT JONES



CALGARY - MARCH 9, 2020

SPONSORSHIP PACKAGE

Charitable Registration Number: 81464 6493 RR0001

THE CAPTAIN NICHOLA GODDARD FUND

TRUE PATRIOT LOVE
**CAPTAIN
NICHOLA
GODDARD
FUND** 



About the Fund

The Nichola Goddard Fund supports national community programs that help servicewomen, Veteran women, and their families manage the realities of a career in the military and serve as leaders to other women in Canada and around the world. The Fund was established in memory of Captain Nichola Goddard, the first female Canadian soldier to die in a combat role.

Servicewomen play an integral role in the Canadian military. In the peace process, the strength of women's influence is positively correlated to agreements being reached and implemented. According to the International Peace Institute, when women participate in the peace process, the resulting agreement is 35% percent more likely to last 15 years. In operations, servicewomen have access to populations and spaces that are closed to men. In the words of Major General Lund of Norway, the first woman to serve as a Force Commander in a United Nations peacekeeping operation, "being a female, from my recent deployment in Afghanistan, I had access to 100 percent of the population, not only 50 percent."

A career in the military is also undeniably one of the most physically and psychologically challenging roles in the world. Forty percent of military personnel released each year will experience a psychological injury requiring support and treatment. Veteran women also have a 81% higher risk of suicide compared to the general Canadian population.

To date \$260,000 has been committed to the military and Veteran community from the Captain Nichola Goddard Fund.

The fund will support initiatives such as:

Team Rubicon Canada



Funding will be directed to recruit, train and support women Veterans as team members and leaders to continue their service to help people prepare, respond, and recover from disasters.

Veterans Transition Network



In 2020 the VTN will offer an all women's program for transitioning Veterans which will provide 100 hours of clinical and peer support.

ABOUT THE EVENT

The Captain Nichola Goddard Calgary Roundtable & Reception Monday, March 9, 2020

Bennett Jones

4500 Bankers Hall East, 855 2 Street SW,
Calgary, AB T2P 4K7

Roundtable Discussion

3:00 p.m. - 5:00 p.m.

Reception

5:00 p.m. - 7:00 p.m.

The Captain Nichola Goddard Roundtable & Reception, hosted by Bennett Jones and presented by True Patriot Love Foundation, will feature an interactive roundtable discussion led by a panel of remarkable women from both the Canadian Armed Forces and the business sector.

The engaging roundtable, themed “Leadership Without Power,” will provide a forum for discussions that transcend gender, but which are germane to women in the military, as well as the business community. Participants will gain perspective on the power of effective leadership in influencing others and building solid, motivated teams. The discussion will draw parallels between the military and business landscapes, making it relevant for both military and civilian attendees. The panel will examine the challenges faced by anyone who finds themselves in a leadership role, providing participants a professional development opportunity that will strengthen their leadership skills. The roundtable will be limited to 30 participants and will be conducted under the Chatham House Rule to ensure an interactive, open, and confidential discussion.

Calgary has special significance for Captain Nichola Goddard. Nichola spent much of her childhood in Alberta and she attended school in Edmonton growing up. When she was killed in Afghanistan, her parents and sisters called Calgary home. Following her death, Calgarians came together to support the Goddard family and commemorate Nichola’s strength and leadership. This outpouring of community support, from friends and strangers alike, was a significant motivation behind the creation of The Captain Goddard Fund. Proceeds from this event will support community programs focused in Alberta in recognition of the Goddard family’s strong community roots in the region.

Event costs are being generously covered by Bennett Jones, ensuring proceeds from the event will be directed to the Captain Nichola Goddard Fund.

For more information or to make a donation, please visit:

www.truepatriotlove.akaraisin.com/GoddardCalgary2020

For questions and to secure your involvement, please contact:

Doug Jones, Director, Development, Western Canada at goddardevent@truepatriotlove.com or call [403.999.1233](tel:403.999.1233)

True Patriot Love Foundation

True Patriot Love Foundation is a national charity that is changing the lives of military members, Veterans and their families across Canada. By funding more than 825 programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we’ve helped 30,000 military and Veteran families in need over the past decade.

GROUP TICKETS (3) | \$5,000.00

- 3 dedicated spots to participate in the 3:00 - 5:00 p.m. Leadership Roundtable discussion, in advance of the Reception*
- 3 tickets to attend the Reception
- Acknowledgment in event marketing materials

SINGLE TICKET (1) | \$2,000.00

- 1 dedicated spot to participate in the 3:00 - 5:00 p.m. Leadership Roundtable discussion, in advance of the Reception*
- 1 ticket to attend the Reception
- Acknowledgment in event marketing materials

RECEPTION ONLY TICKET (1) | \$200.00**

The post Roundtable Reception will feature a keynote address, as well as the presentation of the Birchall Leadership Award. Presented by the Royal Military Colleges of Canada Foundation, we will honour the memory of Air Commodore Leonard J. Birchall CM, OBE, DFC, OO, CD [1915-2004], an extraordinary leader who exemplified unique leadership qualities. He taught us the importance of integrity, responsibility, and moral courage. The recipient of the Birchall Leadership Award will be recognized in his or her community as having demonstrated some aspect of Leonard Birchall's extraordinary leadership qualities.

*Military/Dignitary hosting opportunity: If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests, True Patriot Love will coordinate directly with the CAF to identify a deserving member to attend as your guest. Members of the CAF are not permitted to accept a direct invitation – True Patriot Love will facilitate all invitations.

**Tax receipts can be made available upon request for the equivalent of the fair market value.

To confirm participation, please visit us online at www.truepatriotlove.akaraisin.com/GoddardCalgary2020.

Alternatively, complete the slip below and return to True Patriot Love Foundation (150 York Street, Suite 1700, Toronto ON M5H 3S5).

YES! I want to be a part of the Captain Nichola Goddard Calgary Roundtable & Reception.

This purchase is made on behalf of: an individual a business I wish to remain anonymous.

FIRST NAME _____		LAST NAME _____	
EMAIL ADDRESS _____		TELEPHONE NUMBER _____	
<input type="checkbox"/> Group Tickets (3) - \$5,000.00		<input type="checkbox"/> Single Ticket (1) - \$2,000.00	
LEVEL OF PARTICIPATION		Quantity <input type="text"/>	
<input type="text"/> X \$200.00 = \$ _____		\$ _____	
NUMBER OF RECEPTION TICKETS _____		DONATION AMOUNT _____	
\$ _____		SIGNATURE _____	
TOTAL COST _____		SIGNATURE _____	

PURCHASE DETAILS

CHEQUE (Payable to True Patriot Love Foundation)

CREDIT CARD:   

CARD NUMBER _____

EXPIRY DATE _____ / _____ / _____ CVV NUMBER _____

SIGNATURE _____

EMAIL YES! To help save costs, you can email me my receipt.

By providing your email address, you are giving True Patriot Love consent to email you commercial electronic messages related to the organization. You may unsubscribe at any time.

Captain Nichola Goddard Fund

Roundtable Leaders

These are four truly amazing Canadians who have volunteered their time to attend the roundtable, share their insights, and engage in meaningful discussion with the participating representatives of companies and organizations who are generously supporting this event to assist the Nichola Goddard Fund for women in the military, women veterans, and military families.

This engaging roundtable, themed “**Leadership Without Power**”, will provide a forum for discussions that transcend gender, but which are germane to both women and men in leadership roles. Participants will gain perspective on the power of effective leadership in influencing others and building solid, motivated teams. The discussion will draw parallels between the military and business landscapes, making it relevant for both military and civilian attendees. The roundtable discussion will examine the challenges faced by anyone who finds themselves in a leadership role, providing participants a professional development opportunity that will strengthen their leadership skills. The roundtable will be led by the following distinguished panelists. We have also included links below that give you insights into the careers of these remarkable leaders:

- **Major-General Frances Allen (Deputy Vice Chief of the Defence Staff of the Canadian Armed Forces —Ottawa)**; held notable staff positions in National Defence Headquarters; career focus on communications operations, security and cyber operations; command tours include the Commanding Officer of the Canadian Forces Network Operations Centre, CO of the Aerospace and Telecommunications Engineering Support Squadron, Commander of the Canadian Forces Information Operations Group, and the Joint Force Cyberspace Component Commander for CJOC; first female general officer within the Communications and Electronics Engineering (CELE) trade; awarded the Women in Communications and Technology Leadership Excellence Award, Public Sector); <https://ml-fd.caf-fac.ca/en/2018/05/13596>
- **Ms Nancy Southern (Chair and CEO of ATCO Ltd and Chair of Canadian Utilities Limited—Calgary)**; MEMBER OF: US Business Council, American Society of Corporate Executives, Canadian Member of the Trilateral Commission, the Business Council of Canada, the University of Calgary School of Public Policy Advisory Council, the South Australia Minerals and Petroleum Expert Group, and the 2015 Berlin G7 Forum for Dialogue with Women; AWARDS: Honourary Chief of the Kainai (Blood Tribe of Alberta), Honourary Director Bank of Montreal, “Distinguished Policy Fellow Award” from University of Calgary, “Canadian Business Leader Award” from University of Alberta, “ Companion of the Canadian Business Hall of Fame”, Honourary Doctor of Laws from both Western University and University of Calgary, “ T. Patrick Boyle Founder’s Award” from the Fraser Institute, the “ Peter Loughheed Award for Leadership in Public Policy” from Canada’s Public Policy Forum; RECOGNIZED BY: Fortune —“50 Most Powerful Women” outside of the US and “50 Most Powerful Women in Business: The Global 50”, Financial Post Magazine—“The Power List”, Maclean’s Magazine-- “The 50 Most Important People in Canada”, Alberta Venture Magazine—“2011 Business Person of the Year”, Consumer’s Choice Award—“ 2005 Business Woman of the Year”); <http://www.bnnbloomberg.ca/executive/video/atco-ceo-concerned-about-canada-s-manufacturing-competitiveness~1816050>

- **Colonel Krista Brodie** (Princess Patricia's Canadian Light Infantry logistics officer serving the Chief of Military Personnel-----Ottawa; deployed to Croatia, Bosnia, and Afghanistan; the first woman to command 1 Service Battalion, the largest unit in the Canadian Field Force; 2013 named to WXN Canada's Most Powerful Women: Top 100 list; served on faculty of Washington DC Eisenhower School of National Security and Resource Strategy instructing Strategic Leadership); <http://swlcbhumanlibrary.ca/colonel-krista-brodie/>
- **Lieutenant-Colonel Eleanor Taylor** (a classmate of Nichola Goddard now posted to Halifax; first woman to lead a NATO combat unit in Afghanistan when serving as a Company Commander with the Royal Canadian Regiment; advised US Marine Corp on integrating women into combat units); <https://o.canada.com/news/war-experienced-canadian-maj-eleanor-taylor-advised-u-s-brass-on-females-in-combat>

The roundtable will be limited to 30 participants and will be conducted under the Chatham House Rule to ensure an interactive, open, and confidential discussion.