



SERVING THOSE WHO SERVE

Canadian Forces Morale and Welfare Services (CFMWS) is a not-for-profit social enterprise. We help Canadian Armed Forces members, Veterans and their families build self-reliance, resilience and readiness. Their mental, social/familial, physical and financial wellbeing is our overarching priority.

To support our members' pursuit of their personal bests, we are pursuing ours in these areas:

1. Exceptional Member and Employee Experience

We work to ensure that our employees have rewarding careers that support our members in their pursuit of fulfilling work and personal lives.

2. Business Maturity and Innovation

We support growth through innovation. Modernizing our social enterprise business model and business processes keeps us both competitive and relevant.

3. Financial Sustainability

Much of our focus is on long-term financial sustainability. Ensuring our income streams are fluctuation resistant, means we are always equipped to strengthen the operational readiness and wellness of the CAF Community.



MISSION

We make our members stronger.

- Healthier People
- Stronger Communities
- Better Canada

VISION

Improving lives at home and around the world.

- Mentally
- Socially
- Physically
- Financially



PROGRAMS

We strengthen our members so that they are ready to serve Canada.

- Physical fitness and injury prevention
- Competitive local, regional, national and international sport
- Canadian Armed Forces Human Performance
- Health promotion

We enable our members financial wellbeing.

- Insurance
- No-fee banking, savings and investment plans
- Financial planning and counselling



We provide opportunities for social connection and for adventure.

- Recreation programs for adults and kids
- Messes, community clubs, campgrounds and other leisure activities
- Discounted travel opportunities, quick-service restaurants and everyday discounts
- Retail goods, services, savings and rewards through CANEX and its partners
- Discounts with other retail and travel partners across the globe

We support our families.

- Virtual Counselors available 24/7
- Military and Veteran family services across Canada, in the US and Europe
- Specialized support, including help with relationships, grief, moving, dealing with illness and injury, stress management and transitioning to civilian life

VALUES

- We put our people first - we CARE for our members, our community and one another.
- We act with INTEGRITY and strive to do the right thing. We say what we mean and do what we say.
- We are one TEAM - we have each other's back and get it done together for our members.
- We constantly look for new ideas and find CREATIVE ways to provide our members with the best possible experience.



CANADIAN FORCES MORALE AND WELFARE SERVICES

4210 Labelle Street, Ottawa,
Ontario K1A 0K2



cafaction.ca