

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

1. Achieve Sustainable Revenue Resources

We will seize the opportunity to grow new or existing business lines, as well as to curtail morale and welfare programs that no longer meet the needs of the military community.

2. Improve the quality of the CFMWS experience

We remain committed to improving the quality of the CFMWS Experience for those we serve across multiple channels, touchpoints and interactions centered on providing the highest quality experience.

3. Increase Operational Efficiencies

We must continue to carefully examine our standards and processes to ensure long-term sustainable growth and reduced operating costs.

4. Improve the Employee Experience

We remain committed to our people and providing our employees with the support and tools needed to be successful at every stage of their career.

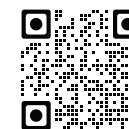
VALUES

- 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



cfmws.ca



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.



MISSION

We make our members stronger.

- Healthier People
- Stronger Communities
- Better Canada

VISION

Improving lives at home and around the world.

- Mental
- Social
- Physical
- Financial
- Family

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
- Human performance research and development
- 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 Counsellors 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