



## Fiscal Year-End Letter from the Board of Directors – FY 2009

The National Memorial Ride Corporation was born out of social responsibility and is about stewardship: the stewardship associated with taking care of those Canadian military servicemen & servicewomen who have gone before us, and of those who followed us and are now wounded. As such, the Vision of the National Memorial Ride Corporation is “to provide financial support to veterans’ homes in the dominion of Canada, and to support organizations that help wounded Canadian Forces veterans re-integrate back into Canadian society following their return to Canada.” It is this Vision, or Aim, that the Board of Directors remains focused upon through the provision of strategic direction and through the oversight of strong corporate governance.

As many may recall from past military studies, Carl von Clausewitz’s first Principle of War was Selection & Maintenance of the Aim. Typically, it’s relatively easy to select the Aim; but Maintenance of the Aim is what differentiates the dedicated from the hapless. This Board is proud of the dedication that all NMR members and volunteers have ably demonstrated during the first year of operations in spite of many unanticipated challenges.

The members of the Board would like to thank all members of the National Memorial Ride Corporation for their extraordinary efforts in advancing this unique opportunity to, at once, pay reverence to those who have fallen for our freedom, and to provide for those who were wounded in the process of providing for our freedom. Our members have brought an entrepreneurial zeal with them that’s inherent to all successful Canadian businesses and this zeal is backed by the scope, depth and strength of our collective military backgrounds. This strength of conviction and focus on “maintaining the aim” has made the accomplishments of 2009 possible because of their generosity in donating their valuable time and by aggressively pushing back the perimeter of “too difficult”. As a result of these extraordinary efforts, this Board continues to have full confidence in our membership and in the management of this corporation.

Through last year’s hard work, this corporation is well positioned to afford much needed financial support to both our older and newer veterans in the years ahead. This, in turn, leads straight to providing those veterans and their families with hope. Hope is a vital cornerstone of tomorrow’s accomplishments.

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Andrew Davies, CD

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Greg. Shepherd, CD