PEI MILITARY FAMILY RESOURCE CENTRE:
SERVING THOSE WHO SERVE & THEIR FAMILIES

MEDIA KIT
(updated March 2020)

FACILITATING FAMILY SUPPORT AND COMMUNITY DEVELOPMENT
FOR MEMBERS OF THE CANADIAN ARMED FORCES AND VETERANS

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ABOUT PEI MFRC

The PEI Military Family Resource Centre (PEI MFRC), a non-profit organization governed by a Board of Directors, believes that military families play a vital role in the success of Canada's men and women in uniform. To that end, the PEI MFRC is committed to ensuring that military families residing in Prince Edward Island thrive and that the people of Prince Edward Island recognize and support Canada's men and women in uniform.

MFRCs are committed to enriching the lives of individuals and families in Canadian Armed Forces (CAF) communities through positive action, education, and support. MFRCs provide relevant programs and services that empower and encourage strong, independent individuals and families within the CAF. MFRCs deliver programs with the funds received from Military Family Services (MFS).

Working in partnership with the local Commanding Officer (CO), PEI MFRC is governed by an elected Board of Directors, 51% of which is made up by members of military families with the remaining positions belonging to CF members, Base Commanders Ex-Officio, and other community partners.

CAF family members (particularly spouses) are encouraged to volunteer with PEI MFRC in all facets of operations from program planning and delivery to organization governance and leadership. Volunteers play an integral role in the organization and implementation of PEI MFRC programming as program planning results from feedback from military families. Additionally, the organization relies solely on funding from Military Family Services and donations.

How the PEI Military Family Resource Centre Helps Military Families

The programming being delivered by the PEI Military Family Resources Centres goes a long way to addressing the needs of military families. However, the PEI MFRC will not be satisfied with the status quo. Findings from the DND Ombudsman's Family Study and Veterans Affairs Canada's family research as well as consultation with PEI's military families will be used to inform and develop new and innovative programming.

The PEI Military Family Resource Centre recognizes the unique challenges of the military community on Prince Edward Island, which differ from their counterparts on larger regular force bases. The needs of the Island Military families are best met by those who know them the best… for families by families!

Mission Statement

To promote and facilitate community-based services that strengthen serving and former Canadian Armed Forces families and communities.

Our Vision: Confident, capable, and resilient families in a supportive Canadian Armed Forces community

Our Values

- **Teamwork:** We strive to achieve a common goal through utilizing individual strengths in a collaborative effort.
- **Respect:** We treat military families and all who work with and support them with dignity, compassion, and respect.
- **Integrity:** We inspire trust by acting with integrity, being ethical, accountable, and transparent.
- **Commitment:** We acknowledge the unique strengths, challenges, and diversity of military families and are dedicated to meeting their needs.
- **Inclusion:** We embrace inclusion, diversity, and community participation.

PEI MFRC SERVICES

PEI MFRC exists to promote and facilitate community-based services that strengthen CAF families and communities on Prince Edward Island. The services offered by PEI MFRC include the following:

- **Helpful resources** for various topics related to the military lifestyle
- An **on-staff registered social worker** available to meet with military and Veteran families and provide counselling on a variety of issues pertaining to individual, couple, and family challenges related to the military lifestyle
- **Social opportunities** for military and Veteran families to get together
- **Information briefings** to military organizations, community groups, and family members
- **Office hours** in Charlottetown and Summerside
- Opportunities to **volunteer** and support the PEI military community
- **Emergency childcare funding** for family members of a service member who is deployed or on extended training
- **Childcare reimbursement funding** for PEI military families
- **Gas gift cards/bridge passes** for PEI military families who have to travel for medical reasons
- **Monthly coffee time**, where staff, military members, Veterans, families, and volunteers can socialize
- Assistance and referrals for military spouses looking to gain **skills and/or employment**
- Resources pertaining to **mental health**
- Information on **stress management**
- **Training for military units** on communicating with military families
- **Virtual programming** for PEI's military families
- **Second-language training** for military and Veteran families

MFRC FACTS AND STATISTICS

- There are over 300 military members based in Prince Edward Island. Of these, 20 are Regular Force and 250–300 are Reservists.
- There are 4,000–6,000 Veterans living in Prince Edward Island.
- Emergency childcare funding is available to CAF families when the family care plan fails. This service is available 24/7 and is free for military families (up to 96 hours). The PEI MFRC absorbs the cost and offsets it through fundraising efforts.

- Respite childcare funding is available for CF families who are experiencing a deployment or a separation due to tasking, mission, or training.
- A Family Liaison Officer is available to counsel family members of military members.
- Findings from the DND Ombudsman's Family Study and Veterans Affairs Canada's family research as well as consultation with PEI's military families will be used to inform and develop new and innovative programming over the next five years.
- The PEI Military Family Resource Centre recognizes the unique challenges of the military community on Prince Edward Island, which differ from their counterparts on larger regular force bases.
- The PEI Military Family Resource Centre strives to help families of CF members enhance their skills through second language training and employment services.
- The PEI Military Family Resource Centre depends on an active group of volunteers to assist in brainstorming, program implementation, and event coordination.

MFRC staff give a briefing to members of the PEI Regiment

PRESS CLIPPINGS

PEI Military Family Resource Centre reopens in Summerside (*The Journal Pioneer,* January 14, 2019)

Military family happy to be together in PEI for the Christmas season (*The Guardian*, December 10, 2018)

New PEI program meets unique needs of veterans and family, says deputy minister (*The Guardian*, October 21, 2018)

New service launched to help PEI veterans transition to civilian life (CBC, October 11, 2018)

PEI military centre to offer music therapy for families affected by PTSD (CBC, February 17, 2018)

Yoga for trauma: New program aims to help P.E.I. veterans 'from the inside out' (CBC May 8, 2017)

PEI MFRC hires new ED (the Buzz, March 2017)

PEI variety show to salute military, RCMP past and present (CBC November 3, 2016)

Veteran riding horse across Canada visits PEI (*The Guardian*, October 8, 2015)

Richard Wood to perform at PEI Military Family Resource Centre AGM (*Journal Pioneer*, June 7, 2015)

Runners raise funds for PEI military families (*The Guardian,* April 19, 2015)

Military centre reaching out to extending families (CBC, Island Morning, December 16, 2014)

PEI MFRC Ready to Serve (*Canadian Military Family Magazine*, November 20, 2014)

New military family centre opens on PEI (*The Guardian*, April 1, 2014)

Donna Earl named executive director of Prince Edward Island Military Family Resource Centre (*The Guardian*, November 10, 2013) CONTACT

TOPICS

Executive Director, Leona Conrick, would be happy to provide you with information and quotes for articles pertaining to:

- Family life for CAF members
- Deployments from PEI members of the CAF
- Resources and support available for members of CAF and their families
- PEI military culture
- Veterans transitioning from military to civilian life

CONTACT

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Board of Directors 2019–2020

Chair: William Moore
Vice Chair: Richard Thibault
Secretary: Brian Baker
Treasurer: John MacDonald
Director: David Ling
Director: Alex Baird
Director: Joyce Kelly
Director: Jennifer
Director: Amanda Campbell

Location

CHARLOTTETOWN:

PEI Military Family Resource Centre
HMCS Queen Charlotte
210 Water Street | Charlottetown
Phone: (902) 892-8999

Hours of operation: Monday to Friday 8am–4pm

SUMMERSIDE:

Credit Union Place

Phone: (902) 432–2427

Hours of operation: Tuesdays & Wednesdays 8am–4pm (summer), 9am–4pm (winter)

Emergency Cell: (902) 314-9860

CONNECT

Facebook: facebook.com/pei.mfrc1
Twitter: twitter.com/peimfrc
Instagram: instagram.com/peimfrc
Website: CAFconnection.ca/PEI

Blog: http://www.peimfrc.ca/