



**TEAM RUBICON**  
CANADA

2022



ANNUAL REPORT



Post-tropical storm Fiona, Nova Scotia, 2022



# TABLE OF CONTENTS

- 01** MESSAGE FROM THE CEO
- 02** SEVEN YEARS OF SERVICE
- 04** 2022 IMPACT
- 05** THE BEDROCK OF CANADIAN COMMUNITIES
- 06** BUILDING RESILIENT COMMUNITIES
- 08** HONOURING THOSE WHO SERVE
- 11** HONOURING THOSE WE SERVE
- 13** THANK YOU DONORS
- 15** THE IMPACT OF OUR READY RESERVE
- 16** 2022 FINANCIALS



# MESSAGE FROM TEAM RUBICON CANADA CEO BRYAN RIDDELL

Dear Team Rubicon Canada supporters,

It is my pleasure to present our annual report for 2022, a year that brought unprecedented challenges to our country, and communities throughout the world.

From continued recovery support to B.C. residents following the historic 2021 floods, to responding to multiple Ontario communities simultaneously in the aftermath of the life-altering derecho storms, and to communities throughout Atlantic Canada in the wake of Hurricane Fiona, Team Rubicon Canada answered the call.

Greyshirts worked tirelessly during both grey skies and blue, providing logistical support, incident management, and debris removal services, and other skilled services backed by leading edge technology. We were proud to partner with other organizations and agencies to deliver essential services to those in need, and work shoulder to shoulder with local and regional leaders to provide a well-coordinated response to every event, ensuring the greatest amount of good, to the greatest amount of people, in the shortest amount of time.

In efforts to accelerate the development of current, and future Team Rubicon leaders, 2022 also saw the launch of the Resilience Initiative for Veterans and Emergency Responders - RIVER. The launch of this program was significant for me personally, dating back to a promise I made in 2019 to the family of the late Breen Carson, a friend and decorated military veteran who had dedicated his life to service both in, and out of uniform.

This program is providing former first responders and members of the military with a new set of tools to enable resilience and continued service as humanitarians. I am confident this initiative will continue to accelerate the transference of past military and first responder skills and experience into world class humanitarian services in the field.

None of this would have been possible without the generous support of our donors, partners, and volunteers. Your commitment to our mission has allowed us to make a meaningful difference in the lives of vulnerable populations across Canada. The reality is, disasters are increasing in severity and frequency, and with it, the need for more people like you contributing in some way. Charities are not competing for funding, they are competing with apathy around charitable giving. Thank you for choosing to care.

As we look ahead to the future, we remain steadfast in our commitment to humanitarian service. We will continue to build on the momentum of the past year, implementing new capabilities, growing capacity, and expanding our impact. With your continued support, we will continue to work toward a world where no one faces disasters alone.

Yours in humanitarian service,

**Bryan Riddell**

Chief Executive Officer



Chainsaw Operations Training Camp, Nova Scotia, 2022



# 7 YEARS OF SERVICE

The scale and scope of natural disasters has been steadily increasing over the last decade, as has their impact upon communities in Canada and abroad. Be it floods, wildfires, hurricanes, or a global pandemic, Team Rubicon Canada has grown to become a force multiplier to serve vulnerable communities who need it most.

Throughout the past seven years, Team Rubicon Canada has carved out a unique niche in the disaster response community: a core of military veterans, teamed with emergency responders and kick-ass civilians, who serve communities and families on their worst day. We are the ones who show up to do the difficult, dirty work of responding to and recovering from crisis. For Greyshirts, serving in the most difficult conditions brings a strength of purpose.

We revel in the hard work of chainsawing downed trees and wildfire fuels, enjoy muscles aching from hauling debris, and appreciate the filth of mucking out flooded homes. Most of all we are keenly satisfied seeing the relief and gratitude on the faces of families whose worst day we helped make a little better.

In our first seven years, Team Rubicon Canada has served on over 100 missions around the world. Canadian Greyshirts have brought relief to fellow British Columbians facing wildfires, Ontarians threatened by tornados, Guatemalans dealing with medical crisis, Ukrainians under military siege, and many more communities across the country and the world. Our desire to serve made that possible, our partnerships made that possible, your support made that possible.

“WE WILL BE THERE FOR  
EVEN MORE COMMUNITIES  
IN NEED IN 2023”



Central Appalachia Flood, Kentucky, 2022



# 7 YEARS OF SERVICE

Team Rubicon Canada's first domestic operation was the devastating fires in Alberta in 2016. A small group of Canadian and American Greyshirts deployed to Fort McMurray to help residents safely recover their belongings from the ashes of the town. From this small origin, the organization has grown to nearly 3000 more volunteers across the country, and their impact has increased along with it.

The robust, made-in-Canada training systems that Team Rubicon Canada uses have become the industry standard for producing skilled, motivated, and safe volunteers; Greyshirts regularly help staff emergency operations centres for community and provincial governments around the nation. Team Rubicon didn't stop serving because of the pandemic – in fact, we increased our operational tempo and carried out some of the most challenging multi-site responses during the 2021 B.C. wildfires and floods.

The number of operations and service projects we have conducted in Canada and abroad has grown steadily, from six missions in 2016 to 20 in 2021.

2016	
1	WILDFIRE
5	INTERNATIONAL

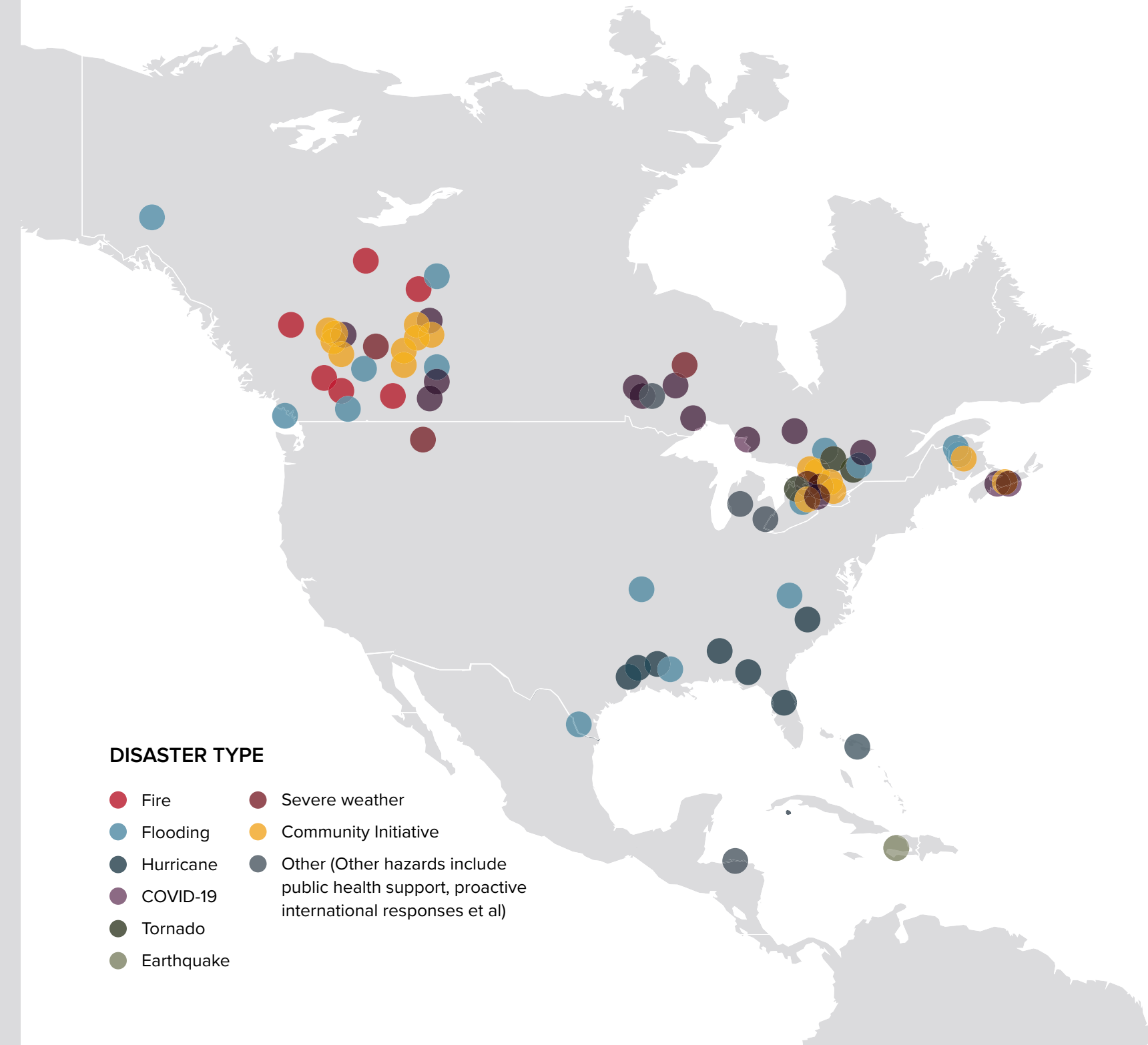
2018	
4	FLOODS
1	WILDFIRE
1	TORNADO
1	HURRICANE
2	INTERNATIONAL

2020	
9	COVID RESPONSES
2	FLOODS
1	MUDSLIDE
4	COMMUNITY SUPPORT
4	INTERNATIONAL

2017	
1	WILDFIRE
5	INTERNATIONAL

2019	
2	FLOODS
2	WILDFIRES
2	COMMUNITY SUPPORT
4	INTERNATIONAL

2021	
7	COVID RESPONSES
9	COMMUNITY SUPPORT
2	FLOODS
1	TORNADO
2	WILDFIRES





# 2022 IMPACT

With the easing of the pandemic and end of travel restrictions, the pace of Team Rubicon operations increased in 2022. Last year, Canadian Greyshirts responded to primary healthcare needs arising from the invasion of Ukraine, celebrated the return of in-person training, and for the first time were able to pre-stage in-place to prepare for Hurricane Fiona before it hit Atlantic Canada.

Team Rubicon Canada is quickly becoming the partner charitable organization of choice for many Emergency Management agencies. As a result of demonstrating how our organization seamlessly integrates into the fabric of communities to serve in times of crisis, see the stats behind the service on the right.

A growing reputation as a highly skilled and professional organization that is capable of rapid, effective response enabled Team Rubicon Canada to enter into formal service agreements with provincial governments across the country. By working with partner agencies, Greyshirts were able to deploy to Nova Scotia before Hurricane Fiona made landfall, and to field saw teams to clear debris from critical infrastructure in the crucial first hours and days after the storm had passed.

By mobilizing local Greyshirt volunteers and building meaningful relationships on the ground, we become integrated into the fabric of the communities we serve responding to all phases of the disaster cycle.

## STATS BEHIND THE SERVICE

 **13**  
DOMESTIC OPERATIONS COMPLETED

 **07**  
COMMUNITY SUPPORT PROJECTS COMPLETED

 **07**  
INTERNATIONAL OPERATIONS SUPPORTED

 **329**  
GREYSHIRTS TRAINED AND READY



**“**You could see that even before the flooding people in this community were struggling. To have something so disastrous and life-altering happen to them it really opens your eyes to what they've been going through. You can see being here, we're giving them hope.”

**ANDREA LOUGHLEAN**  
Greyshirt, Team Rubicon Canada



Central Appalachia Flood, Kentucky, 2022



## THE BEDROCK OF CANADIAN COMMUNITIES

Team Rubicon Canada is working to become the most locally connected, nationally scalable humanitarian organization in the country. Building strong volunteer teams in population centres and reaching out to develop close relationships with local, provincial, Indigenous leadership and emergency management organizations empowers Greyshirts with local knowledge and support.

With their broad experience and training, local Greyshirt leaders are best prepared to devise unique solutions to meet local needs. One team, one mission, locally based. All disasters begin and end locally, using local volunteers and integrating into the fabric of local communities permits Team Rubicon Canada to provide local responses, at a national level.



# BUILDING RESILIENT COMMUNITIES

Team Rubicon Canada embarked upon a Resilient Cities Strategy in 2019, which has been growing, and continues to grow, the response and readiness of the organization down to the local city level.

To that end, Team Rubicon Canada has built a robust core of volunteers in major population centres across the country and provided them with the equipment and training they need to respond at a moment's notice. By building local capacity with professional equipment and trained volunteers, response times are substantially improved and the need to fly in or purchase extra equipment is diminished. All of this leads to saving time and funds while improving the vital response and recovery services Team Rubicon Canada provides to Canadians in need.



“I spent my whole career as a first responder and everything that comes with a career like that. For me, it was a tremendously healing experience to give back to others and then sit around the campfire and connect.”

**TOM FISHER**  
Greysheet, Team Rubicon Canada

“People are so welcoming, and they hear that we're from Canada and it's just an outpouring of support and thanks for giving our time to come down to Kentucky.”

**BREYAN SINNOTT**  
Greysheet, Team Rubicon Canada







## DISASTER RESPONSE

### ATLANTIC CANADA: POST-TROPICAL STORM

At the heart of Greyshirt culture is a commitment to immediate, safe response regardless of the nature of the emergency or the size of the community, and a belief that every person should have an equal chance to recover. Whether it is a wildfire, a flood, a hurricane, or a tornado, Team Rubicon will be there for as long as it takes for a sustainable, long-term recovery.

Remote and underserved communities cannot afford to wait until a disaster strikes or when the national media pays attention. On our mission to invest in and build community resiliency to assist vulnerable communities best, Team Rubicon serves throughout the disaster life cycle from preparedness to mitigation to response. Greyshirts work with local communities to mitigate the risks and to help them build resilience against future wildfires and floods, starting the response well before the next storm hits.



## HUMANITARIAN CRISIS

### UKRAINE: MEDICAL RESPONSE

After the February 2022 invasion, Team Rubicon volunteers deployed for 63 days to Lviv, Ukraine to support the Ukrainian medical system and provide trauma and first aid training for volunteers. The conflict has completely upended medical care, leaving many citizens without access to vital services where Greyshirts have been providing patient care.

Canadian Greyshirts were also active in Guatemala supporting an international effort to improve rural healthcare. A lack of critical infrastructure coupled with a large and mostly impoverished rural population has left almost half of Guatemalans without access to basic health care services. With fewer than one doctor for every thousand people in their underdeveloped communities, rural Guatemalans are at severe risk from climate-related hazards. From May to August, several teams of Greyshirts worked alongside government, military, and non-governmental entities to provide primary health care services in rural Guatemala.



## READINESS

### CHAINSAW TRAINING: RIVER PROGRAM

A vigorous and regular training system is the foundation for Team Rubicon Canada's extraordinary level of readiness. Whatever skill a Greyshirt needs to fill a role in response to a disaster or humanitarian crisis, Team Rubicon will provide the training at no cost to the volunteer. Nearly every week, there is a course or training event being held somewhere in Canada – and more are added every year.

There is no way to predict when and where disasters will strike, all vulnerable communities – and those who serve them – can do is be prepared for whatever may happen. A constant training regimen expands the abilities of Greyshirts to respond while also growing their ranks, creating a resilient infrastructure that can adapt to communities in need.



## TECHNOLOGY

### DEER LAKE FIRST NATION: COVID RESPONSE

Our mission is to bridge the gap for communities in crisis. One of the ways we accomplish this is through innovative, flexible technologies that make disaster response more efficient by maximizing our Greyshirts' ability to serve and harnessing data to understand community needs after disaster.

To manage a growing force of nearly 3000 volunteers ready to serve at a moment's notice, we use custom, end-to-end software that keeps detailed records of important data like volunteer training, skills, and deployment history. This data allows us to see if the community has unmet needs we can help with and who we can potentially deploy to respond. We also use ESRI's suite of Geospatial enabled applications. This allows us to assist communities in mapping the scale and scope of damages to prioritize response and provide near real-time situation updates from the field to emergency management partners in the Emergency Operations Centre.



# HONOURING THOSE *who serve*

No matter the obstacle or mission, Greyshirts always rise to the occasion. For the many selfless individuals who choose to serve—whether they are veterans, first responders, or passionate civilians—Team Rubicon is a mindset. It is not their backgrounds that inherently unite Greyshirts; it is how they live. Greyshirts are built to serve. Whether there is a natural disaster or a humanitarian crisis, you will find Greyshirts on the ground, steadfastly working with communities to make a difference. Thanks to our dedicated volunteers, we have been able to answer this call to serve and aid communities in need, both at home and abroad.



RIVER program, Ontario, 2022



Chainsaw Operations Training Camp, Nova Scotia, 2022



## MISSION FIRST, GREYSHIRTS ALWAYS

Greyshirts are humanitarian volunteers, who understand that the mission of providing disaster and humanitarian response comes first. Team Rubicon volunteer leaders are servant leaders who look after and support Greyshirts in the field, so they are ready to serve their communities when the call comes.

Veteran-led teams of Greyshirts continue to step up to deliver services from immediate response to long-term recovery. Skills like teamwork, risk assessment, incident management, and decisive leadership, that are honed through the military service of veteran volunteers, translate directly into disaster and humanitarian relief work to get the job done under any circumstance. The service mindset of Greyshirts, veteran and civilian alike, is the backbone of how Team Rubicon Canada operates.



# VETERAN IMPACT

Team Rubicon Canada is powered by veteran-led volunteer forces who bring unique skills, experience, and passion to their work, making them Canada's greatest national resource. Veterans Affairs Canada estimated in 2021 that approximately 617,800 Canadians are military veterans and, while many are drawn to be of service, many find it challenging to transition from a military career.

Team Rubicon supports a healthy and positive transition by providing a sense of purpose, community, and camaraderie through directly supporting communities in need. Veterans are uniquely suited to disaster response and volunteering as a Greyshirt is frequently described by veterans with a feeling of comfort and familiarity.



Greyshirt and Army veteran Jayne Reilly deployed to the US state of Kentucky last year to assist in responding to devastating floods. "There are so many parallels between the military and Team Rubicon." Jayne said. "Being part of something bigger than yourself." Volunteers coming from all corners of North America to help total strangers for free, as part of a team with dedicated support, was more than familiar to her, "It was like putting on an old pair of slippers, it just felt right. It felt good."

“Everybody is just so on it. We are all here for the same reason and we are just so emotionally invested in helping these people.”

**JAYNE REILLY**

Veteran & Greyshirt, Team Rubicon Canada





# HONOURING THOSE *we serve*

Together with your support, we achieved enormous impact for families in need. Team Rubicon served 19 Canadian communities in 2022, providing a cumulative savings of more than \$3.5 million dollars to local communities. That is a lot of expense that local leaders can spend on planning for resilient futures instead of paying for past disasters.







“ I can't believe there are organizations where volunteers come and help you out. I was lost after the storm, I was just devastated and they came and they helped out. It's emotional for me because all of these volunteers have their hearts in the right place, they are wonderful people.”

**MARGARET VALLIS**  
Homeowner, Tweed, ON



“ The tornado went through and destroyed our property but Team Rubicon has been here and they've been great. They have been helping us out so much. It's unbelievable the work that they will do for us. I would like to thank them.”

**AL AND BARB KELLAR**  
Homeowners, Tweed, ON

“ We would not have been able to do it without you guys... you were just amazing. Elderly people, we can't lift heavy stuff – branches and things like that. We can only do so much picking up things off the ground.”

**CARMEN MELNYK**  
Homeowner, Alfred & Plantagenet, ON



“ With the storm we had severe winds, in my mind it was a tornado. I lost approximately forty to fifty trees. The guys did a magnificent job here, a wonderful job. I don't know what I would've done.”

**ANDRÉE BLACHE**  
Homeowner, Alfred & Plantagenet, ON





Post-tropical storm Fiona, Prince Edward Island, 2022



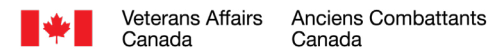
TEAM RUBICON CANADA



*Thank you!*

To our generous partners and community supporters who make serving these communities possible.

FOUR HUNDRED FIFTY THOUSAND +



ONE HUNDRED THOUSAND +



FIFTY THOUSAND +



TWENTY FIVE THOUSAND +



TEN THOUSAND +





Post-tropical storm Fiona, Prince Edward Island, 2022



Camp Maple Leaf, Ontario, 2022



## DEDICATED SUPPORTERS

Impact does not start when we get volunteers on the ground. Impact starts with your support, and in 2022, the Team Rubicon community stepped up in a major way. Thank you to these generous individuals whose investments powered recovery for devastated communities.

ANONYMOUS

RODNEY AND ANDREA D'SILVA

ANTHONY HAMMILL

MARY-JANE PIGGOTT

GEORGE YOUNG

MARK ZEKULIN





# THE IMPACT OF OUR *ready reserve*

Disasters are unpredictable. Most disasters strike with little to no warning, and although some storms can be tracked before initial impact, there's no telling the damage they might cause. Our team's ability to mobilize quickly and effectively after disaster strikes is what makes the Ready Reserve Fund so impactful. The Ready Reserve Fund is like Team Rubicon's operational go-bag; it allows us to rapidly support vulnerable communities and launch operations with the necessary tools and resources without waiting for funding.

Team Rubicon Canada's Ready Reserve Fund unlocks a full spectrum of capabilities and enables our response teams to provide relief to at-risk communities. Our unrestricted Ready Reserve Fund is essential to maintaining the core of our capabilities including training, volunteer engagements, and low-attention disaster response operations. By investing in Team Rubicon Canada, you allow us to forecast and plan responses further into the future so no one faces disasters or crises alone.



Humanitarian response, Guatemala, 2022



# 2022 FINANCIALS

## STATEMENT OF ACTIVITIES FOR THE YEAR ENDING DECEMBER 31, 2022 [ Preliminary/Un-audited ]

	Total
Revenue, Public Support & Other Income, Contributions & Grants	2,344,485
In-Kind Contributions	200,454
Other Income	1,314
<b>Total Revenue</b>	<b>2,546,253</b>
Total Expenses	2,266,776
<b>Change In Net Assets</b>	<b>279,477</b>
Net Assets, Beginning of the Year	756,542
<b>Net Assets, End of the Year</b>	<b>1,036,019</b>

## CONDENSED STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2022 [ Preliminary/Un-audited ]

<b>Total Assets</b>	<b>1,302,819</b>
Total Liabilities	266,800
Total Net Assets	1,036,019
<b>Total Liabilities &amp; Net Assets</b>	<b>1,302,819</b>

DONATE, VOLUNTEER,  
SHARE OUR STORY.  
**ACT NOW.**

### DONATIONS TO TEAM RUBICON CANADA

For information, visit [team-rubicon.ca/give](https://team-rubicon.ca/give)

### VOLUNTEER

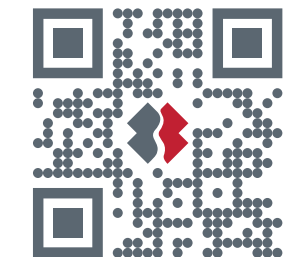
For information, visit [team-rubicon.ca/volunteer](https://team-rubicon.ca/volunteer)

### CHECK OUT OUR SOCIALS

@TEAMRUBICONCAN



### CHECK OUT OUR WEBSITE





**BUILT TO  
SERVE**



**TEAM RUBICON**  
CANADA