

FIELD OF CROSSES

Founded in 2009, Field of Crosses is the inspiration of Calgary businessman and philanthropist, Murray McCann. His gratitude for our veterans, serving members of the Canadian military and families of the fallen inspired the powerful display of over 3,700 crosses that stand as silent sentinels along Memorial Drive every November.

The mission and commitment of Field of Crosses is to foster patriotism and ensure present and future generations never forget those who have served and made the ultimate sacrifice. Each year, thousands of Albertans walk among the crosses and attend daily ceremonies where we honour the memory of our fallen.

WHAT WE DO

Field of Crosses has transformed since its inception, from a small privately funded initiative of a few hundred crosses to a large community of dedicated volunteers and sponsors. Throughout the month of November, Field of Crosses hosts eleven days of sunrise and sunset ceremonies that bring our community together to honour our fallen. These events feature many elements of community involvement from school choirs, pipers and buglers to military personnel, Memorial Cross families and other special groups.

In addition, Field of Crosses offers guided tours of the field for the corporate community and youth groups. We welcome those interested to schedule a tour to learn more about Canada's military history and the fallen commemorated within. A self-guided tour is also available using the digital pamphlet found at www.fieldofcrosses.com.

SUPPORT FIELD OF CROSSES

Field of Crosses is grateful to have grown and impacted so many Southern Albertans. As a registered charitable organization, our ability to support our veterans and military personnel relies on the generous support of volunteers, donors and sponsors from our community.

There are several ways that you can support. If you wish to volunteer, donate or sponsor Field of Crosses, visit www.fieldofcrosses.com to learn more!



Registered Charity #74426 0084 RR0001

2025 - A YEAR IN NUMBERS

**Crosses Honouring Canadian Military
from Southern Alberta Who Gave Their All**
3,636

Ceremonies of Remembrance
21

Volunteer Hours (880 Volunteers)
31,345

**Unique Crosses Honouring
120,000 Fallen From Across Canada**
120

**Names of Fallen Called Out Loud
Over 10,000 Times**

**Biography Cards
Researched By Students & Family**
1,914

Lanterns Lit In Remembrance
72,400 Hours

Donors
506

Classrooms At The Crosses
46 classes (over 1,800 Students)

Months Of Preparation
12

**Attendance During Eleven Days of Remembrance
Over 100,000 People**

Remembrance Day Ceremony Attendance
23,400 People

Televised Live Remembrance Day Ceremony
250,000 Viewers

FIELD OF CROSSES 2025 REPORT TO THE COMMUNITY

2025 FINANCIAL DATA

Field of Crosses
2025 Financial Data
Preliminary - Unaudited

Funding Sources

Corporate Contributions	\$ 159,388	31%
Private Contributions	83,985	17%
Adopt A Cross	195,464	39%
Grant Funding	17,624	3%
Government Funding	37,028	7%
Interest Income	12,807	3%
	<u>\$ 506,296</u>	<u>100%</u>

Memorial Project Expenses:

Project Expenses	\$ 156,235	40%
Education, Fundraising, and Volunteer Appreciation	21,352	5%
Advertising and Promotion	6,874	2%
Administrative Expenses	65,269	17%
Debt Repayment	76,000	19%
Salaries and Benefits	67,500	17%
	<u>\$ 393,229</u>	<u>100%</u>

