



BLACKSTONE ASSOCIATION

FOUNDATIONAL STATEMENTS AND STRATEGIC PURPOSE



“A Warrior’s Path is one of discipline, resilience, and purpose—not just for themselves, but for their families and community. They face challenges with courage, knowing struggle is a teacher, and stand strong in the face of fear, for surrender is not an option. Guided by honour and integrity, they fight both external battles and the inner war against doubt and weakness. True strength lies in wisdom, patience, and the unwavering commitment to protect and uplift those they love. A warrior is a person who understands the right path to take and has the courage to take it.”

— Anonymous Blackstone Warrior —

At Blackstone Association, the ‘Warrior’s Path’ is more than just a philosophy—it is the foundation of our values, actions, and unwavering commitment to those we serve.

GUIDING OUR WORK: OUR REGISTERED PURPOSE

Blackstone Association is a CRA-registered nonprofit organization that was established to serve the unique needs of Canada's Special Operations Forces (CANSOF) Special Mission Unit (SMU) community. Guided by lived experience, we exist to provide meaningful, peer-led support to Veteran Warriors of CANSOF SMU and their families.

The following is our officially registered nonprofit purpose, which grounds our mission and shapes every aspect of our work:

"Blackstone Association is dedicated to supporting Veteran Warriors of the Canadian Special Operations Forces (CANSOF) Special Mission Unit (SMU), their families, and our broader SOF community. Our purpose is to assist through financial aid, resource support, transition programs, peer mentoring, and social engagement, particularly when other avenues of help are unavailable. We aim to strengthen our SOF community, and ensure that no one is left behind during times of need."



WHY WE SHARE OUR PURPOSE

At Blackstone Association, we are a tribe bound by honour, resilience, and a deep commitment to those who serve and have served. Rooted in the ethos of the Warrior's Path, we provide a supportive network for Veterans of the CANSOF SMU and their families—ensuring that no one is left behind in times of transition, hardship or need.

We are **people**, united in **purpose** offering connection to **community** and **culture**, to empower those who have sacrificed for others while upholding the dignity, respect, and care they deserve.

Sharing our official nonprofit purpose is more than a formality—it's an invitation to understand the heart of who we are. It builds trust, reinforces transparency, and helps our partners see not only where their support goes, but **why it matters**.

WHAT WE STAND FOR: OUR ORGANIZATIONAL VALUES

“At Blackstone Association, our values are: honour, integrity, courage, resilience, selflessness, and compassion. These values serve as our guiding principles in service to our community.”



Honour reflects our loyalty to those who have served. We recognize their unique challenges and commit to supporting them with dignity, respect, and care—past, present, and future.



Integrity is the foundation of trust in the CANSOF SMU community. It means acting with honesty, accountability, and consistency in everything we do.



Courage is the strength to face challenges with resolve. It empowers our Warriors—and our organization—to act with purpose, even in uncertainty or adversity.



Resilience is the capacity to adapt, recover, and grow stronger through hardship. It reflects our commitment to enduring support and long-term well-being for those we serve.



Selflessness is the willingness to put others before oneself in service of the greater good. It strengthens our community by fostering mutual support and shared purpose.



Compassion is the act of showing care, understanding, and empathy. It creates connection and belonging, helping our members navigate transition and continue their mission beyond service.

WHAT GUIDES US:

OUR VISION

“We see a community of resilient and connected CANSOF SMU Warriors, where our Veterans and their families find trust, support, and connection to overcome challenges, embrace opportunities, and thrive together.”

Imagine a place where no one stands alone—a Warrior community built on trust, strength, and unwavering support.

Here, our members, and their families find a network that stands beside them; always. Trust is the foundation. Support is tangible. Connection is enduring. Together, we face challenges, seize opportunities, and continue the fight for a purposeful life beyond service.



OUR MISSION

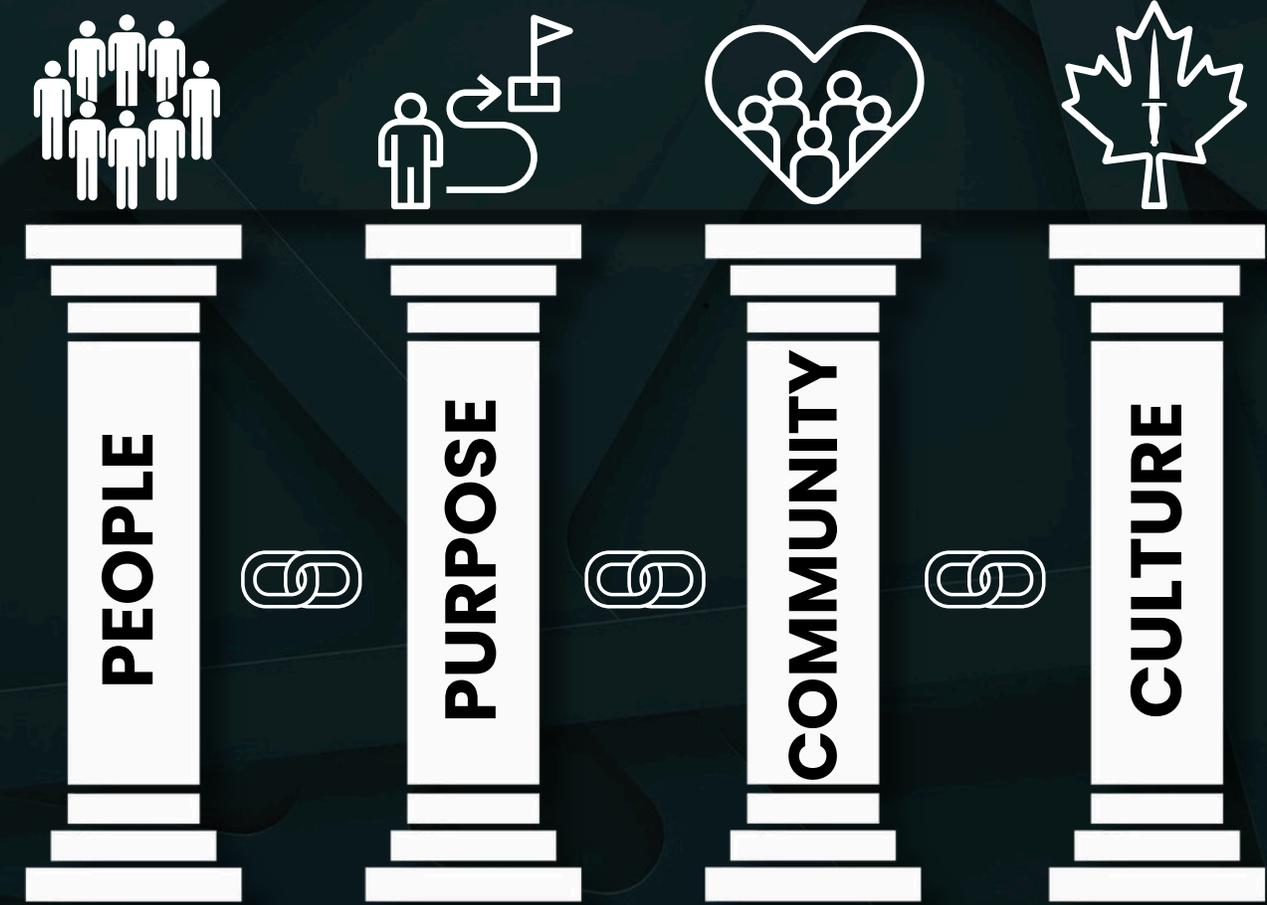
“To serve our Warriors with honour so they are supported in their next mission in life.”

The mission doesn't end when service does. We provide the resources, network, and support needed to execute the next phase—whether that's career transition, peer support, or staying connected to a trusted community.

MISSION IN MOTION: OUR IMPACT

OUR PILLARS OF SUPPORT

Our pillars of support serve as the backbone of our mission, keeping our efforts focused, impactful and aligned with our commitment to the Warriors we serve. They provide the framework that shapes our services, defines our approach, and strengthens the **connections** within our network and community. Through these essential pillars, we foster unity and drive meaningful change.



We stand in support of "**PEOPLE**" by offering immediate assistance to address any urgent need of our community.

Our Transition Program supports "**PURPOSE**" by offering guidance and resources to help our members navigate career transitions effectively.

Our Peer Support Program fosters mental and emotional well-being of our "**COMMUNITY**" through trusted, shared experience because no one understands the job like someone who's done the job.

Our social events help connect with "**CULTURE**" by fostering camaraderie and community through spirit-lifting experiences and events.

OUR COMMITMENT

"Servitium Bellatoribus"

"Service to Warriors"

VISION:

We see a community of resilient and connected CANSOF SMU Warriors, where our Veterans and their families find trust, support, and connection to overcome challenges, embrace opportunities, and thrive together.

MISSION: To serve our Warriors with honour so they are supported in their next mission in life.

PEOPLE

PURPOSE

COMMUNITY

CULTURE

SUPPORTING OUR WARRIORS IN THE 'NOW' AND THE 'NEXT'

PURPOSE: Blackstone Association is dedicated to supporting Veteran Warriors of the Canadian Special Operations Forces (CANSOF) Special Mission Unit (SMU), their families, and our broader SOF community. Our purpose is to assist through financial aid, resource support, transition programs, peer mentoring, and social engagement, particularly when other avenues of help are unavailable. We aim to strengthen our SOF community, and ensure that no one is left behind during times of need.



HONOUR



INTEGRITY



COURAGE



RESILIENCE



SELFLESSNESS



COMPASSION

BRIDGING THE GAPS: INDEPENDENT, ALIGNED, IMPACTFUL

INDEPENDENT AND COMPLEMENTARY

At Blackstone Association, we move with purpose—swift, agile, and responsive to the needs of our community. As a not-for-profit organization, we recognize that life rarely fits neatly within nicely worded policies, which is why we've built a flexible support approach that delivers help exactly when and where it's needed.

We take pride in complementing the critical work of the military and civilian support organizations that already exist. By bridging the critical gap before long-term systems take effect, we ensure immediate assistance in the moments that matter most.



FORGE ELITE PARTNERSHIPS & DRIVE STRATEGIC ADVANTAGE.

If you value performance under pressure, strategic clarity, and leadership forged in the most demanding environments on earth, **Blackstone Association offers a rare and powerful opportunity:** to support—and connect with—Canada's most elite Special Operations Forces veterans and their families.

These individuals aren't just resilient—they are masters of adaptability, critical thinking, and calm execution under extreme pressure. They lead teams in chaos, make decisions in seconds that shape outcomes, and carry out high-stakes missions where failure is not an option. These are not just transferable skills—they are competitive advantages.

You can train someone to do a job, but very few can find people who already think like our Veteran Warrior community.

Through partnership with Blackstone, your organization can:

- **Align your brand** with national service, excellence, and trust.
- **Gain visibility and goodwill** through direct association with a respected veteran-led nonprofit.
- **Access elite networks** of high-performance talent for mentorship, strategic advisory, or potential recruitment.
- **Demonstrate corporate leadership** in building resilient communities and cultivating Canada's next generation of changemakers.

This isn't just about giving back. It's about **investing forward**—in character, discipline, and mission-driven potential.

Support Blackstone Association. Cultivate leadership and teamwork that was built to thrive in ambiguity—and deliver under pressure.

THE BLACKSTONE MARK: A LEGACY OF WARRIORS

The Blackstone Association Logo isn't just a symbol – it's a statement. It's a reflection of the Warriors it represents – those who stand ready, those who support, and those who never lose sight of their purpose.

Every element reflects the Warriors, support, and unity that defines our community.



Forged for Purpose – Inspired by the pommel of the V-42 Stiletto dagger, its sharp, original design embodies precision and strength.

Offense & Support – The blade tip represents the SMU's offensive role, while the base signifies Blackstone's unwavering supportive role.

Unity of Team – The three "dots" represent Operators, Specialists, and Supporters – distinct roles, yet still one community connected in purpose and shared commitments.

Strength of Impact – The rays of the logo symbolize connection and the impact of Blackstone. No matter where we are, we remain a connected community – providing support, upholding our values, and ensuring no one is left behind.