



THE WEALTH BRIGADE · FOUNDER'S LETTER

A New Chapter Begins

To our readers, supporters, partners, and community — the mission you helped build now has a home worthy of it.



When I first began writing *Building Wealth While Serving*, the goal was simple: help military members and their families build stronger financial futures through practical, honest financial education.

What started as a single book has grown into something much larger than I ever imagined.

Along the way, we have connected with thousands of readers, partnered with incredible organizations, expanded into new audiences, and begun developing additional books, educational resources, speaking engagements, and community initiatives. It has become clear that our mission extends far beyond a single publication.

Today, I am proud to announce the next chapter of that journey.

Building Wealth While Serving is now the flagship publishing division of The Wealth Brigade.

The Wealth Brigade is our new parent organization and leadership team, created to unite all of our educational initiatives under one vision: empowering individuals, families, and organizations to build lasting financial confidence through education.

While Building Wealth While Serving remains at the heart of what we do, The Wealth Brigade provides the foundation to grow our impact, develop new programs, and serve even more communities across Canada and beyond.

ORGANIZATIONAL STRUCTURE

Seven divisions. One mission.



The Wealth Brigade

01

Publishing

- Building Wealth While Serving
- Women's Wealth Series
- Children's Financial Literacy Series
- Future Books

02

Education

- Digital Content
- Webinars
- Frameworks
- Public Engagements

03

Speaking

- Keynotes
- Workshops
- Conferences

04

Digital Media

Podcast

YouTube

Newsletter

Social Media

05

Partnerships

CFMWS & SISIP Financial

Veterans

Schools

Employers

Charitable Organisation

Financial Institutions

06

Consulting

Curriculum

Financial Wellness

Organizational Programs

OUR VISION MOVING FORWARD

Our work, organized around what matters.

PUBLISHING

The cornerstone of our work

We will expand our catalogue with new titles for military families, women, children, and future generations of readers seeking practical financial knowledge.

EDUCATION

Knowledge, made actionable

We will launch online learning experiences, financial literacy frameworks, webinars, and educational resources designed to make financial knowledge accessible and practical.

SPEAKING

Meeting people in the room

We will continue sharing our message through keynote presentations, workshops, conferences, schools, and

DIGITAL MEDIA

Meeting people online

Through videos, podcasts, articles, newsletters, and social media, we will provide ongoing education and conversations that meet people

organizations, inspiring people to take ownership of their financial future.

wherever they are in their financial journey.

PARTNERSHIPS

Stronger together

We will strengthen collaborations with military organizations, educational institutions, employers, community groups, and financial leaders who share our commitment.

COMMUNITY

Learning, out loud

Our goal is to build a growing network of individuals who encourage one another through learning, mentorship, and shared experiences — where financial conversations are welcomed.

CONSULTING

Custom impact, at the organizational level

We will work alongside organizations to develop financial wellness initiatives, educational programs, and customized resources that create meaningful, lasting impact.

LOOKING AHEAD

This year marks the beginning.

You can expect new books, expanded educational content, children's financial literacy initiatives, speaking events, online learning opportunities, strategic partnerships, and innovative ways to help people build wealth with confidence and purpose.

Although our name is growing, our mission remains unchanged.

WHAT WE BELIEVE

The mission has not changed. It has grown a home.

- › Financial literacy should be practical, accessible, and empowering.
- › Knowledge creates opportunity.
- › When one person builds financial confidence, they strengthen their family, their community, and future generations.

Thank you for believing in this mission from the beginning. Your support has helped transform one book into a movement.

Welcome to The Wealth Brigade. Together, we are building more than wealth — we are building stronger futures.

Paulo Lo Xan Keomanyla

Founder & Mission Director

THE WEALTH BRIGADE

Rafael Drapeau

Chief of Staff | Chef d'état-major
Executive Coordination & Mission
Support | Coordination Exécutive et
Soutien à la Mission

Christine P. Des-Lauriers

Administration & Mission Support
Division | Division Administration et
Soutien à la Mission

Administration Officer | Officier
administratif

THE WEALTH BRIGADE

THE WEALTH BRIGADE

THE WEALTH BRIGADE ADVISORY COUNCIL

Jo-Ann Pellerin

Children's Education Specialist |
Spécialiste de l'éducation des enfants
Education & Training Officer | Officière
de l'éducation et de la formation
Strategic Advisor – Program Planning |
Conseillère stratégique – Planification
des programmes

THE WEALTH BRIGADE

Sanda Allen

Retired Educator & Mentor | Éducatrice
retraîtée et mentore
Education & Strategic Advisor |
Conseillère en éducation et conseillère
stratégique

THE WEALTH BRIGADE