

Welcome to

# CANEX

A division of CFMWS  
Une division des SBMFC

## A Brief History

By, for and with the Military... in 1954 Maple Leaf Services was established and empowered by the Department of National Defence to sell goods and services to enhance morale and raise funds for the betterment of the Canadian Armed Forces (CAF). Fast forward to 1967 when CANEX was created and continued this mandate under military management, then ratified by the Defence Council to be formally established in 1968.

In 1990 CANEX was restructured as a line organization, operating as a unit of the Canadian Forces embodied in the Regular Force. Since 1996 CANEX has been an operational division of the Canadian Forces Morale and Welfare Services (CFMWS)\* governed by the Non-Public Property (NPP) Board, consisting of representatives from each of the CAF Commands.

**Today, CANEX continues to adhere to the original mandate under military influence and leadership...**

\*Known then as the Canadian Forces Personnel Support Agency (CFPSA)

## Mission Statement

To make CANEX a preferred destination for members of the CAF community by delivering a personalized, consistent and familiar shopping experience because we recognize, understand, anticipate and support their needs.

Visit us online at:  
**CANEX.ca**

## Our Customers

CFMWS is a membership organization, proudly supporting the CAF community of One Million Strong. Eligibility to the many viable programs and services offered through CANEX and CFMWS can be found on our corporate website at [cfmws.com](http://cfmws.com).

## Canada's Military Store Retail Programs & Services

CANEX is conveniently located on most Bases and Wings across Canada, and available 24/7 online at [CANEX.ca](http://CANEX.ca).

Because of our unsurpassed commitment to, and understanding of, the many distinct military life stages, CANEX offers a value proposition that responds to their needs.

Enjoy exclusive benefits and added value through the CANEX No Interest Credit Plan, also available online when logging on with your CFOne card, and to reinforce our competitiveness, CANEX Price Match Guarantee, Members-Only pricing, CANEX Rewards Points and more.

CANEX is proud partner to renowned companies such as Tim Hortons® and The Personal Insurance Company®. Additionally, there are hundreds of diverse and exciting business affiliations that provide supplementary services to the CAF community through Concessionaires at Bases and Wings.

## Our Commitment

CANEX is centered on being relevant, convenient and competitive. Understanding our customers and the needs of their families allow us to better service them, offering an exceptional and personal customer experience. Being right-sized, our store network will achieve the optimal mix of physical stores and online infrastructure.



For additional information visit  
[CANEX.ca](http://CANEX.ca) • [CFMWS.com](http://CFMWS.com)  
1.877.441.6161

## CANEX Gives Back!

Through CFMWS, revenues from CANEX are annually distributed to Bases' and Wings' unit funds. This is in support of the many local morale and welfare recreational programs in skating, curling, swimming, as well, Girl Guides, Boy Scouts and much more.

CANEX, through Military Family Services (MFS) and the Military Family Resource Centre (MFRC) also supports CAF communities with an annual contribution of \$100,000 to the Volunteers' Recognition Program. This program funding not only recognizes adult and youth volunteers for the important work they do in their local CAF community, but also provides an opportunity for local CFMWS representatives to work together in fostering a collaborative partnership under one mandate.

CANEX is dedicated to giving back in support and appreciation to CAF military members, their families and the CAF community at large!

JOIN THE CONVERSATION AND FOLLOW US

