

**DOMINION COMMAND P&R COMMITTEE TELECONFERENCE  
13 FEBRUARY 2019, 1900 HRS EST LEGION HOUSE  
MEETING MINUTES**

35-1

**In Attendance:**

<b>Angus Stanfield</b>	-	<b>Chairman</b>
<b>Berkley Lawrence</b>	-	<b>Vice Chairman</b>
<b>John Ladouceur</b>	-	<b>Member</b>
<b>Glenn Hodge</b>	-	<b>Member</b>
<b>Kandys Merola</b>	-	<b>Member</b>
<b>Lorne Varga</b>	-	<b>Member</b>
<b>Danny Martin</b>	-	<b>Secretary</b>

**Absent:**                      **K. Therien**                      -                      **A/Secretary**

**1.     OPENING RITUAL AND CHAIRMAN'S REMARKS**

The meeting commenced at 1900 hours. The Chairman conducted the opening ritual and welcomed all committee members.

**2.     ADMINISTRATION**

The following point was made by the Secretary:

- Update Lorne Varga's contact information removing the home telephone number.

**ACTION:**   Committee Secretary

**3.     NEW BUSINESS**

The Chairman entertained requests to add new agenda items. The following items were added for discussion:

- Legion 100<sup>th</sup> – 2026
- Veterans Village – Use of Poppy Trademark

**4.     REVIEW/APPROVAL OF THE 24 NOVEMBER 2018 POPPY & REMEMBRANCE COMMITTEE MEETING MINUTES**

**a.     Minutes Approval** - The 24 November 2018 Dominion Poppy & Remembrance Committee minutes were attached for committee review and approval. The members were asked to bring forward any items for discussion at this time.

**MOTION:** That the 24 November 2018 Dominion Poppy & Remembrance Committee minutes be approved as presented.

**CARRIED**

**b. Business Arising From the Minutes**

There were no questions concerning items from the 24 November 2018 minutes.

**5. POPPY COPYRIGHT TRADEMARK – PROBLEM AREAS (UPDATE)**

The committee was briefed on two outstanding court cases involving the Poppy Trademark. These cases are:

- The City of Thunder Bay versus Dominion Command, and
- Memories of Days Gone By versus Dominion Command.

Additionally it was noted that the Royal British Legion has withdrawn their Canadian Poppy trademark application.

**6. 2019 PILGRIMAGE OF REMEMBRANCE – PIPER POSITION**

As per previous DEC decisions in 2018 the Pilgrimage of Remembrance is now a responsibility of the Legion Foundation and assisted administratively by Dominion Command. However as a remembrance item the committee was updated on the planning for 2019.

Based on the committee members experience with the Legion Pilgrimage as well as other similar events it was felt that there could be added an essential commemorative item that would both enhance the experience and the homage being paid to the fallen – adding a Canadian Piper.

The Canadian Pipers in World War I were soldiers who contributed to the First World War by playing the bagpipes as they marched the troops to the front (military). These men were often members of a pipe band, that chose to enlist at the outbreak of World War I to assist with the Canadian war effort. Although most of the Pipers were trained to fight, many of them played the bagpipes throughout the war as a way to encourage the troops as they walked into battle. Pipers were present in all of the major battles such as Ypres, Amiens, Vimy Ridge, The Somme (Regina Trench), etc – all locations visited by the Pilgrimage.

The role of bagpipes on the front lines of war came to an end after the First World War. The high death toll inflicted on pipers relegated them to duty behind the front line in the camps. However there is always an exception to the rule as Bill Millin, born in Regina, Saskatchewan and serving with the British Army was/is famous for leading the troops into

battle on D Day, Pegasus bridge, etc – again both locations visited by the Pilgrimage.

Today the tradition of Pipers continues with many military and cadet units employing pipers throughout the country. By adding a Piper position to the Pilgrimage with a view to selecting a Piper from one of the current units in a submission/competition format would add to the exposure of the Legion with currently serving members. Additionally having a piper to play during the commemorative ceremonies conducted during the Pilgrimage not only reflects a tradition of the Canadian Army but would be considered an appropriate poignant act in honouring our fallen.

**RECOMMENDATION:** That the Legion Foundation add a Piper position to the Pilgrimage of Remembrance.

**CARRIED**

**ACTION:** Committee Secretary

## **7. MODIFICATIONS TO THE COMMITTEE'S TERMS OF REFERENCE AND PROGRAM DESCRIPTION – LEGION NATIONAL FOUNDATION:**

With the formation of the Legion Foundation the following programs have been removed from the responsibility of the Poppy & Remembrance Committee (ref DEC minutes 28-29 April 2018):

- Pilgrimage
- Poster & Literary
- Educational Resource Material

Based on the removal of these programs the committees terms of reference and program description requires modification.

**RECOMMENDATION:** That the Legion Poppy & Remembrance Committee's Terms of Reference and Program Description remove all references and direction in regard to the Pilgrimage, Poster & Literary and Educational Resource Material.

**CARRIED**

**ACTION:** Committee Secretary

## **8. THE NATIONAL POPPY FUND - REQUIREMENT TO PROVIDE A STANDARD APPLICATION PROCESS**

### **BACKGROUND:**

In accordance with the P&R Committee meeting minutes para 11 of 24 Nov 18 the following recommendation was made to DEC:

## OUTSIDE ORGANIZATIONS – REQUEST FOR FUNDS

In reference to requests for Poppy Funds at the national, provincial and branch level there is a disconnect on the application process, the promotional requirements, the accountability once funds are allocated as well as an unmonitored overlap between, branch, provincial and Dominion Command. Example: Healing Waters made an application for Poppy Funds at the National level and then proceeded to solicit funds from the provinces and individual branches. The areas of concern are:

- No standardized “application for funding” process/form,
- No required accountability nationwide – lack of communication,
- No follow up action process,
- No requirements to give credit to the Poppy Fund and Legion.

RECOMMENDATION – Establish a clear cut process to request use of Poppy Funds by national organizations by:

- Developing an application form which covers off the concerns listed above.
- Establishing a policy that requires any organization requesting Poppy Funds from more than one province to register with Dominion Command. Create a list of Poppy Fund recipients for publication on the national web site. CARRIED

Subsequently DEC on 25 Nov 18 passed the following recommendation:

MOTON: It was moved to establish a process to request use of Poppy Funds by outside national organizations include:

- Develop an application form which covers off the concerns listed above.
- Establish a policy that requires any organization requesting Poppy Funds from more than one province to register with Dominion Command.
- Create a list of Poppy Fund recipients for publication on the national web site. CARRIED

### **DISCUSSION:**

The following and the attached is an effort to try an establish a formalized process to request Poppy Trust funds from both Dominion Command and the Provincial Commands (optional). This formalizes the process, substantiates the funding, ensures accountability, allows for an accurate assessment of requests, helps to focus funding on veterans programs, opens a formalized channel to request funding, allows the Legion to partner with organizations that are conducting legitimate veterans programs, protects the Legion legally and morally, discourages whimsical requests, opens the communication channels between Dominion Command and the provinces in regard to “double dipping”, ensures that the Legion gets the recognition it deserves and gives a positive perception to the

general public that the Poppy Trust Fund is both open to assist veterans and being competently administered.

The attached documents address this problem and establish a clearer and more substantiated process to request Poppy Funds from all levels of the Legion. The process would include:

- Veteran Partnership Program Guidelines **attached**
- Veteran Partnership Program Application Form **attached**
- Veterans Partnership Program Partnership Agreement **attached**
- Veterans Partnership Program Final Report **attached**

The process would be as follows:

- Application made to the RCL (provincial or national);
- Reviewed by the applicable level of the P&R Committee for recommendation to DEC/PEC (may include VSS input);
- Forwarded to DEC/PEC for consideration; and
- If approved by DEC/PEC administered by the P&R Committee.

The attachments use the VAC process for requesting funding for the Commemorative Partnership Program as a guideline. As well if this process is approved it would have to be posted on its own web page and the forms recreated for the internet.

**RECOMMENDATION:** That the Legion adopt a formalized process at the national level to include the guidelines, application, partnership agreement and final report as outlined in the attachments listed above.

**CARRIED**

**ACTION:** Committee Secretary

## **9. REQUEST FOR POPPY FUNDS – INTERNAL**

### **a. Virtual Poppy Drop:**

Request for funding for Virtual Poppy Drop at Centre Block - \$30,000. This Poppy Drop will be part of the 2019 Remembrance period.

**RECOMMENDATION:** That DEC approve the use of Dominion Command Poppy Trust Funds in the amount of \$30,000 to support the Poppy Drop initiative..

**CARRIED**

### **b. Promotion of the Digital Poppy**

Request for funding for the Digital Poppy Campaign - \$30,000. In order to actively

promote the Digital Poppy Campaign through a series of social media and on-line initiatives as part of the BASNO 2019 Marketing Plan.

**RECOMMENDATION:** That \$30,000 be allocated from Poppy Funds to support the 2019 Digital Poppy marketing plan. **CARRIED**

**ACTION:** Committee Secretary

## 10. **REQUEST FOR POPPY FUNDS – EXTERNAL**

The following requests for funding from external organizations have been submitted to Dominion Command. .

### a. **Project Healing Waters**

The VSS Committee reviewed a proposal from Project Healing Waters for \$25,000.00 from the Dominion Command Poppy Trust Fund. This organization was not successful with their request to VAC under the Veterans and Family Well-being Fund. This social rehabilitation program provides life-long skills and equipment to Veterans at a low cost. They will hold five events in 2019 for 91 Veterans, approximately \$275.00 per Veteran attending these events. It is to be noted that they are also submitting proposals to Provincial Commands for \$29,000.00. Overall cost per Veteran from Dominion Command and Provincial Command combined would be \$600.00 per Veteran. The Chair requested a motion to approve to send the request through the Poppy and Remembrance Committee for their concurrence and onward transmission to DEC in April to fund this proposal from the Dominion Command Poppy Trust Fund for a total of \$25,000.00.

The P&R Committee reviewed this requirement and was satisfied that the request met the requirements for the use of Poppy Funds.

**RECOMMENDATION:** That \$25,000 be allocated from Poppy Funds to support the work in 2019 of Project Healing Waters.

**CARRIED**

### b. **RCL Masters Scholarship:**

At the VSS Committee meeting on 24 November, the Committee approved to recommend to the Poppy and Remembrance Committee and DEC to continue the RCL Masters Scholarship for another three-year cycle, starting in 2020-2021 ending in 2022-2023, for a total of \$90,000.00 from the Dominion Command Poppy Trust Fund.

The P&R Committee reviewed this requirement and was satisfied that the request met the requirements for the use of Poppy Funds.

**RECOMMENDATION:** That \$90,000 be allocated from Poppy Funds to support the the RCL Masters Scholarship for another three-year cycle, starting in 2020-2021 ending in 2022-2023.

**CARRIED**

**c. QUINISM Foundation to Conduct Mefloquine Research:**

At the VSS Committee meeting on 24 November 2018, the Committee reviewed a request for funding in the amount of \$25,000 to The QUINISM Foundation to conduct mefloquine research.

This review included the proposal, discussion involved around the recruitment of the Veterans for the study, credibility of the study, that the results have to withstand scrutiny, links to CIMVHR and the availability of the medical records through our Canadian Privacy Act. After discussion, the Committee concurred with the proposal.

The P&R Committee reviewed this requirement and was satisfied that the request met the requirements for the use of Poppy Funds.

**RECOMMENDATION:** It is recommended that the funding request for \$25,000.00 to fund the Mefloquine research be provided to The QUINISM Foundation from the Dominion Command Poppy Trust Fund.

**CARRIED**

**d. Project Trauma Support:**

At the last VSS Committee meeting on 13 February 2019, the Committee reviewed a proposal from Project Trauma Support.

Project Trauma Support (PTS) provides a small group, six-day residential healing program that focuses on post-traumatic growth. It provides an opportunity for healing and growth at a much lower cost than traditional methods. The program requires additional funding to support candidates (attendance and travel) so that there can be sufficient data collection to validate the success. Once success has been demonstrated (approx three years), PTS will be in a position to be granted "provider status" with Blue Cross/Medavie and will then be eligible to bill VAC directly for services rendered. Without funding, this successful program will, in all likelihood, collapse and the opportunity will be missed.

The P&R Committee reviewed this requirement and was satisfied that the request met the requirements for the use of Poppy Funds.

**RECOMMENDATION:** It is recommended that the funding request from Project Trauma Support for \$100,000 on an annual basis for three years – total of \$300,000 from the Dominion Command Poppy Trust Fund be approved with the caveat that funding for years two and three will be contingent on receiving an annual accounting and report of expenditures prior to requesting ratification by DEC in year two and three.

**CARRIED**

e. **Soldier On Sponsorship:**

**VSS Committee Comments:** The Soldier On proposal is a sponsorship agreement where the Legion will get profile in six of their big events (Warrior Games, Golfing, Allied Winter Sports Camp, Equestrian Camp). The funding request is for 150K per year for three years; each year after year one is contingent of Legion acceptance that money was used to our benefit. Soldier On will provide after action reports on the usage.

Prior to the VSS Committee reviewing the Sponsorship Agreement on 24 November 2018, the Secretary for Poppy and Remembrance Committee in review of the proposal sent an e-mail to the National Executive Director with his observations on the agreement. The VSS Committee in review of both the Sponsorship Agreement and the Secretary, P&R Committee's observations, elected to table the motion until further information was received from Soldier On.

In late December 2018, the Committee received detailed information from Jay Feyko, the Senior Manager for Soldier On who addressed the observations from both the VSS Committee and the Secretary, Poppy and Remembrance.

On 2 January 2019, through an electronic secretarial process, the VSS Committee reviewed the updated Sponsorship Agreement and the response to both Committee observations. *The VSS Committee approved the Sponsorship Agreement.*

**Poppy & Remembrance Committee Comments:** In turn the Poppy & Remembrance Committee reviewed the proposal in the context of the authorized use of Poppy Funds for the expenditures outlined. A review of the documentation provided by Soldier On found it to be severely lacking in detail as to why the funds are required, what the funds will be used for, who the target audience actually is and what this is trying to achieve. As well other details in regard to total costs, their financial commitment, cosponsors, etc that are required to make an informed decision are absent. The sponsorship contract which Soldier On has drafted tilts in favour of Soldier On as the Legion is compelled to promote their existence as much as they the Legion's although the Legion would be providing the financing.

Soldier On is a Department of National Defence Program seeking sponsorship funds. It was felt that the proposal did not meet the intent of the use of Poppy Funds and was therefore not supported. As this proposal was supported by the VSS Committee the following recommendation is made:

**RECOMMENDATION:** Based on the information provided and in accordance with the rules governing the use of Poppy Funds the committee did not recommend the use of Poppy Funds for the Soldier On sponsorship request.

**CARRIED**

**ACTION:** Committee Secretary



## **11. POPPY FUNDS – DONATION OPTION FOR BRANCHES**

The state of the Poppy Fund in many branches and commands remain relatively healthy. What has been identified as a problem in many cases is that the community where the funds were collected have very few veterans and few if any ways to spend the funds that are strictly in accordance with the Poppy Manual. What results is Poppy Funds being used for causes or as stretch to support other causes in the name of veteran support (i.e. general medical support vice direct veteran support). There are also branches where funds continue to grow and are not used as there is no reasonable/authorized support in which to spend these funds. An example of fund availability was the call for Poppy Fund donations to the Fort McMurray fire which saw over \$1,143,000 collected from Poppy Funds across Canada.

Meanwhile there are causes or projects that could be supported by a collective Legion effort that would better maximize both the use of Poppy Funds and give the Legion and the Poppy Fund a more national exposure. It would also give branches an outlet to commit Poppy Funds should their branch feel strongly about certain authorized causes. This would be similar to the RCEL program under section 401 of the Poppy Manual which states:

“Poppy Trust Funds may also be donated to a centralized Command Poppy Trust Fund. Donations may be given to Veterans of Commonwealth countries as defined in Subsection 101.d of the General By-Laws who reside outside Canada and are in need of assistance. These funds will be paid to the Royal Commonwealth Ex-Services League (RCEL) through Dominion Command. Funding may be provided to sanctioned veterans programs. Programs that are exclusively within the territory of a single province are the responsibility of the applicable Provincial Command. Programs that cross provincial borders are national in scope and require to be preauthorized by Dominion Command.”

The process would involve the committee sanctioning certain causes/requests for funds, promoting through an all-branch and setting up a system similar to a “go fund me” page that maxes out when the total has been achieved.

**RECOMMENDATION:** To create a national repository for Poppy Funds to allow branches to donate to authorized causes.

**CARRIED**

**ACTION:** Committee Secretary

## **12. THE DIGITAL POPPY – RETENTION OF FUNDS AT THE NATIONAL LEVEL**

The launch and inaugural campaign for the Digital Poppy was an unqualified success by distributing over 18,000 digital Poppies and raising in excess of \$250,000. Initial plans were to distribute funds through postal code to branches. However after investigating the

reassignment of funds it is estimated that in excess of \$20,000 (to be confirmed for 2018 campaign) would be required to redistribute funding through outsourcing and internal manpower. On average each Legion branch would receive \$148 a sum that will not make a significant difference to most branch Poppy Fund.

The Digital Poppy program tapped into a new revenue stream that was previously nonexistent. In its early stages it is helping to address many of the Poppy campaign problems experienced across the country not only in Legion branches but also with similar organizations in reference to reaching an audience that deals in digital communication – primarily but not exclusively youth and the millennial segment. This not only accessed funds but also helped to promote remembrance through individual social media and the extensive positive coverage of traditional media putting the Legion in a more positive and progressive light. All this to say that the Digital Poppy program is more than just a fund raising tool but it is also a tool to reach a greater audience.

After consideration of the positive state of the Poppy Fund in most branches and commands (reference - Poppy Trust Fund Report Summary) and the needless expenditure to administrate the redistribution of funds it is felt that the Digital Poppy Funds should be retained at Dominion Command and made available for requirements on a national scale or as a source for funding a local level where the need for veteran support is determined and the local Poppy Fund cannot support. This would be promoted to all branches and administered through the Poppy Committee.

**RECOMMENDATION:** That Digital Poppy Funds be retained at Dominion Command as part of the national Poppy Fund with an option for use in local communities where a need exists for veteran support and local/provincial Poppy Funds are not adequate to support the request.

**CARRIED**

**ACTION:** Committee Secretary

### **13. THE POPPY MANUAL: AREAS FOR DISCUSSION**

The following articles contained within the Poppy Manual have been put forward for modification/clarification:

- a. **403.ii.d.** Senior Services: (prior Provincial Command approval is required) 50 percent of the current balance, for support of drop-in centers or other community or facilities that support Veterans and the elderly for support of meals on wheels services only as long as these provide known support to Veterans in the community

**Problem:** This article does not meet the intent for use of Poppy Funds as it refers to seniors vice veterans and their families. As well it identifies a specific program with no formal assessment of need. The reality is that meal support can be recommended by branch Service Officers upon assessment of each individual case.

The other problem is that support is being authorized for drop in centres in the community whereas Legion branches are not offered the same support to develop and conduct similar programs. A revision of this article in regard to drop-in centres with a renewed focus on Legion branches would allow the proper use of Poppy Funds as well as put the focus on the Legion to provide a community service to senior veterans and seniors as whole by investing in programs and facilities.

**RECOMMENDATION:** Revise article 403.ii.d. to state: Veteran Services: (prior Provincial Command approval is required) 50 percent of the current balance, for support of Legion Branch drop-in centers or facilities that support Veterans services only as long as these provide known support to Veterans in the community.

**CARRIED**

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- b. **402.vi.a.** Education a. the granting of bursaries to students who are Veterans, children, grandchildren or great grandchildren of any of the eligible personnel as identified in Section 401 of this manual

**Problem:** The veteran presence and lineage within communities is lessening with the demise of veterans from WWII and Korea making a connection in order to receive bursaries more restrictive. Add uncles and aunts to the requirement.

**RECOMMENDATION:** Revise article 402.vi.a.to state: the granting of bursaries to students who are Veterans, a lineal descendant or a collateral descendant (see definition section) of the eligible personnel as identified in Section 401 of this manual; who are in need of financial assistance. Bursaries may be awarded at any stage of a college or university program. The use of Poppy Trust Funds for Scholarships is NOT authorized.

**CARRIED**

**Note:** Lineal or collateral Descendant: a person who is in direct line to an ancestor, such as child, grandchild, great-grandchild and on forever. A lineal descendant is distinguished from a "collateral "descendant, which would be from the line of a brother, sister, aunt or uncle.

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- c. **402.vi. Education.** d. prizes for Poster and Literary Contests.

**Problem:** The standard monetary prizes at the national level are awarded to the top three in each category. There have been concerns raised that some branches are awarding monetary prizes to all participants rather than the top three. It was felt that this not only degrades the actual contest by giving everyone a monetary prize but it is also an excessive use of Poppy Funds.

**RECOMMENDATION:** Revise article 402.vi.d. to state: Poppy Funds can only be used for monetary awards for the top three placements in each category of the Poster and Literary contest and those awards do not exceed those amounts given at the national level.

**CARRIED**

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- d. **403.ii.f. Monuments:** (prior Provincial Command approval is required) 25 percent of the current balance, for the purpose of constructing, maintaining or preserving local monuments to Veterans. The 25 percent must not exceed one half of the total funds (50 percent) required to construct, maintain or preserve local monuments for which funds are allocated.

**Problem:** Article 403.ii.f. is fine in regard to public monuments where it is the community supporting the initiative however for monuments that are located on Legion property the final responsibility lies completely with the branch itself. "It was suggested that the issue of the percentage allocated could be revisited as far as monuments owned and on Legion property. There are cases where Legions who need to do repairs of their own monument and the percentage of Poppy Funds allocated cripples them as the current percentage is not enough to do any real good."

**RECOMMENDATION:** Revise article 403.ii.f. to state: Monuments: (prior Provincial Command approval is required) 25 percent of the current balance, for the purpose of constructing, maintaining or preserving local monuments to Veterans. The 25 percent must not exceed one half of the total funds (50 percent) required to construct, maintain or preserve local monuments for which funds are allocated. For Legion owned monuments 50 percent of the current balance may be used for the purpose of constructing, maintaining or preserving the monument.

**CARRIED**

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- e. **815.** Situations where the use of the Poppy image would NOT be considered include:  
i. Personal: Tattoos.

**Problem:** This article tries to impose on an individual's personal choice and is basically unenforceable. Having unenforceable decrees lessens the overall legitimacy of the manual itself.

**RECOMMENDATION:** Remove from the Poppy Manual.

**CARRIED**

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- f. **501.iv.f:**

**Problem:** We have a request for \$2500 to be donated to a Co-op Food Bank. Please

see attached letter and attached email with full explanation of Food Bank. We are getting more request regarding Food Banks now it seems. This one seems to want the money to be put in a fund that Veterans in need can go to the Food Bank and have the membership monthly fee paid for out of this fund. My real question is should Poppy Funds be used for fees to go to access a Food Bank ?

When funds are released to another charity the oversight of the Legion is non existent and therefore the requirements of the Poppy Manual in regard to veteran support can be ignored. As well Branch Service Officers are available to assess need and provide assistance.

**RECOMMENDATION:** Modify article 501.iv.f: to read – “general or non-specific donations to charities, registered or non-registered, or not for profits that do not meet the criteria listed in Sections 401, 402 or 403 of this manual. Examples include, Heart and Stroke Foundation, Canadian Cancer Society, March of Dimes, non-Legion administered Food Banks, etc or for administrative or operational expenses of any organization. When in doubt, contact your provincial command for direction.

**CARRIED**

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**g. Article 403.ii.h.** Authorized Special Use Expenditures - Annual Veterans Visit: (prior Provincial Command approval is required) Up to \$25.00 per meal, once a year to provide an annual visit to branches both for the Veterans and a spouse/ caregiver who is accompanying a Veteran, or a Veteran’s widower/widow accompanied by a caregiver to offer a meal and camaraderie. The amount is authorized from Poppy Trust Funds to cover the cost of the meal only and must not include the cost of any alcoholic beverages or other services, such as entertainment. Details of the event and receipts must be submitted after the event.

**Problem:** I hope you recall when I spoke of our problem at convention. For decades BR. 62 in Sarnia Ontario has held a Christmas luncheon for the veterans at Parkwood consisting of fish and chips , cole slaw and dessert. We used to years ago bus them to our branch in Sarnia but as they aged and could not make the trip the decision was made that our volunteers would go to them. We get the numbers from staff at Parkwood and they purchase the number of meals needed and we get a small gift for each of them which Santa gives out. We serve and help out where needed cutting up food for those who can't and cleaning up. We also help getting the vets down and back up to there rooms.

Earlier this year we were told that we could no longer provide this service from Poppy funds as it did not concur with the rules. I believe the main problem is that they are not in our zone. The solution given was to bus them to our branch. Anyone who has been to see these vets knows they can not be bussed 60 miles and back. I believe this is one of those cases where our good work is being eliminated by silly interpretation of rules. We may not be in London but we have always had a commitment to this hospital and would

be a great shame if we are not permitted to continue this tradition. I think that most branches can only dream that they could get six to ten volunteers several times a year to give up their day and travel sixty miles to show our appreciation to hospitalized vets, we do it every year. So we had to pay back the poppy funds from our general account and are left wondering what will happen this year. Please try to find it in your hearts to find a work around to this problem that will be uncomplicated and allow this to continue.

**RECOMMENDATION:** Modify article 403.ii.h. to read: Annual Veterans Visit: (prior Provincial Command approval is required) Up to \$25.00 per meal, per Veteran/spouse, to provide an annual visit to branches and/or when not feasible due to the age/condition of the veterans, to also host in a convenient location both for the Veterans and a spouse/ caregiver who is accompanying a Veteran, or a Veteran's widower/widow accompanied by a caregiver to offer a meal and camaraderie. The amount is authorized from Poppy Trust Funds to cover the cost of the meal only and must not include the cost of any alcoholic beverages or other services, such as entertainment. Details of the event and receipts must be submitted after the event.

**CARRIED**

**ACTION:** Committee Secretary

#### **14. ANIMALS OF WAR – RECOGNITION (UPDT)**

Recap of P&R Committee minutes dated 24 Nov 18 – para 13

The committee was informed that the Ontario Association of Veterinary Technicians (OAVT) has approached the Legion with a suggestion to acknowledge the use of animals in wartime.

*“Although we represent Ontario Registered Veterinary Technicians (RVTs), we belong to a national organization that represents RVTs across Canada. We could get them on board to help out with us. Our members feel very strongly for animals, and would love to find ways to recognize the animals who have died in service to their country. We have a few ideas that would give Canadians the ability to show their remembrance and thanks to those fallen animals, while raising money for the Legion. We thought it would even be nice to be able to promote that the money raised would go toward veterans who need assistance with money to get an emotional support or service dog. This is just the concept. We have some specific ideas in mind, but we are very open to feedback and other ideas. We wouldn't want to do anything unless we could team up with the Legion, and have the Legion's support.”*

The committee acknowledged that there is a growing number of requests for the Legion to recognize the use and sacrifice of animals in the service of the country as well as during wartime.

The committee considered the legitimacy of this concern as well as the growing groundswell of support in Canada for a Purple Poppy which is in use in other countries. As the Legion and the committee are totally opposed to the use of the Poppy for any other purpose besides remembrance and the Poppy Fund it was proposed that an alternate symbol be considered to acknowledge the use and sacrifice of animals in the service of the country by our armed forces.

The committee directed that more information was required on the issue and that they were in favour of an initial meeting with the Ontario Registered Veterinary Technicians as part of this initial research. Based on subsequent discussions with the OAVT the following guidelines were established for the introduction and distribution of an “Animals of War” symbol/program:

- The intent would be to design a pin in the form of a purple ribbon with a paw print and an inscription.
- The pin would be designed and distributed by Dominion Command Supply.
- This program would not form part of the Poppy Campaign but rather be available to the general public or branches on request.
- Distribution would initially be through the SPCA network.
- Funds collected would be focused on the veteran/animal relationship and open to distribution reflecting that relationship, i.e. service dogs, animals of war recognition, etc.

It was felt by the committee that by introducing a Canadian symbol for recognition of animals of war the Legion would fill a void that currently exists and has been requested by the public. Additionally it would help put the focus on a ribbon symbol vice the purple Poppy therefore protecting the integrity of the Poppy symbol for the purposes of veteran remembrance.

**RECOMMENDATION:** That the Legion introduce a memorial symbol to recognize the sacrifices made by “Animals of War” with funds collected to be directed towards the recognition of the animal/veteran association.

**CARRIED**

**ACTION:** Committee Secretary

## **15. JUNO 75 COMMEMORATIVE CAMPAIGN**

The Juno Beach Centre has sent a letter requesting the Royal Canadian Legion’s support for the Juno Beach Centre’s new fundraising initiative for the 75th anniversary of D-Day. The following outlines the campaign:

“Support the Juno Beach Centre on the occasion of the 75th anniversary of D-Day by participating in Canada’s Juno75 Commemorative Campaign and sponsoring a commemorative dog tag. The dog tags pay tribute to the over 5,500 Canadians killed in action during the Battle of Normandy, and offer you the opportunity to honour a family

member, or include your own name or organization.

The minimum donation for each pair of Dog Tags, including shipping anywhere in Canada, is \$100. Make a donation via our online form by selecting the the fund titled “Juno 75 Commemorative” and indicating the donation amount. A representative from the Juno Beach Centre Association will be in contact with you to collect the inscription information. To make a donation by mail, please complete the Order Form and return it to the address listed.”

The committee agreed to support this initiative through its promotion via an all-branch. Poppy Funds were not authorized for use in supporting this project.

**ACTION:** Committee Secretary

## **16. DONATING POPPY FUNDS TO CAUSES ATTEMPTING TO RAISE FUNDS (I.E. MONUMENT PROJECTS)**

A concern has been raised in regard to the use of Poppy Funds for projects (specifically monuments) that request donations for the construction of a monument in the planning stages. Reference:

**403.ii.f.** Monuments: (prior Provincial Command approval is required) 25 percent of the current balance, for the purpose of constructing, maintaining or preserving local monuments to Veterans. The 25 percent must not exceed one half of the total funds (50 percent) required to construct, maintain or preserve local monuments for which funds are allocated.

The concerns are:

- Can a branch donate to the same cause several times over several fiscal years?
- Projects in the planning stages are sometimes reduced in scale when adequate funding isn't achieved or may even be cancelled all together after the donation has been made. Should the donation of Poppy Funds for a project contain a caveat that requires the funds to be returned if the scope of the project is changed or the project is cancelled?

The committee shared the concern over the donation of Poppy Funds more than once to a monument construction project which may extend over several years.

**RECOMMENDATION:** Modify article 403.ii.f. to read: Monuments: (prior Provincial Command approval is required) 25 percent of the current balance, for a one time contribution for the purpose of constructing monuments to Veterans and 25 percent of the current balance for maintaining or preserving local monuments to Veterans. The 25 percent must not exceed one half of the total funds (50



percent) required to construct, maintain or preserve local monuments for which funds are allocated.

**CARRIED**

**ACTION:** Committee Secretary

## **17. VELCRO POPPY**

Police request: “Good afternoon, I have come across some Velcro poppies that I have been advised are sanctioned by the Legion. I am a law enforcement officer and I have found these Velcro poppies to be very conducive to wearing with our operational uniforms in that they do not fall off or poke us as we go about our day, they also look very professional affixed to our ballistic vests. I have been wearing one for the last couple years. As I am often asked where I got it, I am now looking to have my agency make a large purchase of these for distribution to our operational staff. This will facilitate more officers wearing the poppy. Before I go too far forward, I would like to confirm that this poppy is sanctioned by the Legion. I have been advised by the seller that proceeds do go to the Legion, but would like to move forward with your input. Thank you & kind regards, This same request for a Velcro Poppy has been made by the military specifically by Air force personnel on the flight line – in regard to FOD.

The problem exists that the Legion as a whole is not setup to adequately distribute this type of Poppy as part of the Poppy campaign. As well due to the cost of producing such a badge it would require that a basic price be affixed to badge vice asking for a donation.

Currently Urban Tactical ( <https://www.urbantactical.com/> ) a business whose HQ is located in Winnipeg and with another outlet in Toronto developed a Velcro Poppy and has distributed these to the police for donations to the Legion Poppy Fund. They had been requested to cease production but basically due to the demand and the lack of a similar product in our inventory a blind eye attitude was adopted over the last year. However this Velcro Poppy has now become somewhat of a hit with the groups mentioned above and direction is required . Some options are:

- Allow the status quo but with a more formalized agreement in place.
- Demand the discontinuance of this process.
- Produce our own Velcro Poppy with distribution to branches as requested.
- Produce our own Velcro Poppy and distribute to Police/Military through the Poppy Store. The current setup and accounting would see any profits go to general funds.

Based on the options provided and considering the current distribution process and the philosophical approach that Poppies worn are a Poppy Fund item the following is recommended:

**RECOMMENDATION:** Produce a formalized agreement to allow Urban Tactical to produce and distribute the Velcro Poppy.

**CARRIED**

**ACTION:** Committee Secretary

**18. RENAMING OF THE BAY STREET ARMOURY – VICTORIA, BC**

The 5<sup>th</sup> (BC) Field Regiment RCA Foundation and The Canadian Scottish Board of Regimental Trustees will jointly apply to the Government of Canada to rename the “Bay Street Armoury” in Victoria to the “General Sir Arthur Currie Armoury” in recognition of General Currie’s commendable service as a battlefield commander during World War 1 and they have requested from the Legion an expression of support in order to strengthen their application.

**MOTION:** Draft a letter of support for this initiative.

**CARRIED**

**ACTION:** Committee Secretary

**19. COMMITTEE OF THE WHOLE**

As per the Legion President’s direction all national committees are to orchestrate a committee of the whole to both inform and coordinate activities/policies to all Provincial reps. A teleconference date will be established in the near future.

**ACTION:** Committee Secretary

**20. NEW BUSINESS (AS INTRODUCED AT AGENDA ITEM 3)**

a. **Legion 100<sup>th</sup> – 2026:** As per the direction of the Legion President (ref: Memo 29-1 dated 4 October 2018) The committee was directed to begin the process for the development of a commemorations plan of events up to and including the Legion’s Centenary celebrations in 2016. The Chairman asked the committee members to provide suggestions and to include this topic for the Committee of the Whole in order to begin the process.

b. **Veterans Village – Use of Poppy Trademark:** In 2017 authority was granted by the previous Poppy & Remembrance Secretary for the use of the Poppy Trademark for the Veterans Village a BC/YK initiative in collaboration with the Lark Development Group. Although the exact particulars of the initial request is unknown due to a lack of a “paper trail” it is obvious that the use of the Poppy Trademark in this particular situation is a direct contravention of articles 812 and 815.b. of the Poppy Manual.

**MOTION:** That the authority to use the Poppy Trademark given to BC/YK Command (on 26 July 2017) for use in the Veterans Village project be rescinded..

**CARRIED**

**ACTION:** Committee Secretary

**21. NEXT MEETING OF THE DOMINION COMMAND P&R COMMITTEE**

The next meeting of the committee will be determined at a later date.

**22. ADJOURNMENT**

The meeting adjourned at 2130 hrs.



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**Angus Stanfield  
Chairman**



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**D. Martin  
Secretary**

**Attachments:** 4

**DISTRIBUTION LIST**

DEC  
Dominion Past Presidents  
Dominion Poppy & Remembrance Committee  
Provincial Command Secretaries  
Provincial Command Poppy & Remembrance Representatives (thru Provincial Secretaries)