

DOMINION COMMAND P&R COMMITTEE MEETING
27 October 2021, By Zoom

File: 35-1

In Attendance:

Berkley Lawrence	-	Chair
Derek Moore	-	Vice Chair
Carol Pederson	-	Member
Daryl Alward	-	Member
Ernie Tester	-	Member
Peter Merola	-	Observer
Freeman Chute	-	Committee Coordinator

Absent: **Lia Taha Cheng** **-** **A/Committee Coordinator**

1. OPENING RITUAL AND CHAIR'S REMARKS

The meeting commenced at 1330 hrs. The Chair conducted the opening ritual and welcomed all committee members.

2. ADMINISTRATION

The Chair thanked everyone for their work on this committee. We are remaining united & strong as ever. The number of Poppies being shipped is tremendous. Everyone is supportive, message will not be weakened.

3. REQUEST FOR OTHER BUSINESS AGENDA ITEMS

a. Funding request – Monarques Project

b. RCL Masters Scholarship – proposal

4. Minutes Approval - The 22 June 21 Dominion Poppy and Remembrance Committee minutes were attached for committee review and approval. The members we asked to bring forward any items for discussion at this time.

MOTION: That the 22 June 21 Dominion Poppy & Remembrance Committee minutes be approved as presented.

CARRIED

5. **2021 POPPY CAMPAIGN UPDATE**

The Corporate participation this year has been outstanding with over 25,000 locations participating in the Poppy campaign. 16,000 of those locations available for Legion Branches to provide poppies through volunteers, Point-of-sale (PoS) or cash poppy boxes.

The large demand resulted in the requirement to ship Poppies direct because of the huge volume that could not be covered off by our local Legion Branches. All those funds will be considered PoS and given back to the local Legion Branches after the Poppy campaign.

ACTION: Committee Coordinator

6. **DIGITAL POPPY – UPDATE**

This year we have a lot of interest and support from our Corporate Partners. To date we have approximately four times the sponsors as we did this time during last year's campaign with HEB as our Corporate Sponsor for the program.

ACTION: Committee Coordinator

7. **PAY TO TRIBUTE – 2021 TRIAL**

This is the second year we will trial the Pay Tribute Poppy boxes and this year we have incorporate updated features to include the amount that can be donated at \$2, \$5, \$10. All donations from the Pay Tribute Poppy boxes will be returned to the Legion Branches.

The Pay Tribute boxes are once again being presented in partnership with HSBC Bank Canada, and will be found in many Canadian military bases, HSBC Bank branches, some Legion Branches, and in select retail locations. The 1,000 boxes will provide national coverage, as compared to 250 units tested last year. Since fewer people are carrying cash, the “tap and give” boxes make it easier to contribute.

With a pre-determined fixed contribution amount on each device people can easily and quickly tap once or even multiple times, depending on how much they'd like to donate. tiptap's wireless devices are self-operated, and donations can be monitored in real-time.

ACTION: Committee Coordinator

8. IMMORTAL POPPY

The Royal Canadian Legion is unveiling “The Immortal Poppy,” to help mark the 100th anniversary of the Poppy as the symbol of Remembrance in Canada. This digital art is another way to preserve the memory of 118,000 fallen Canadian soldiers dating back to 1812, by encrypting their names on an enduring digital symbol.

One hundred limited-edition pieces of digital artwork in the form of NFTs (non-fungible tokens) will be put up for sale on the online marketplace, [Open Sea](#) and will be symbolically priced at 0.1111 ETH (Ethereum) to represent the day of Remembrance. Each piece will feature a 60-second looping image (NFT). The art was created using a genuine poppy gathered from Flanders Fields in Belgium and 3D scanned to preserve it for eternity.

The Poppy’s petals are graced with the names of fallen soldiers as a poignant reminder of the fragility of life and the honour of sacrifice. The art features a large memorial wall with the names of the 118,000 fallen soldiers. There are also 10 unique versions of the NFT based on ten highlighted Veterans’ stories.

Here are the ten Veteran stories being highlighted (in no particular order):

- 1) Nichola Kathleen Sarah Goddard (the first female Canadian combat soldier killed)
- 2) Buckam Singh (One of the first Sikh soldiers to serve Canada)
- 3) Frederick Lee (The first Chinese Canadian to die for our country)
- 4) Alex Decoteau (A Cree Canadian and Summer Olympian to die in battle)
- 5) Mark Graham (A black Olympian to fall in Afghanistan)
- 6) Huron Brant (One of more than 200 Indigenous Canadians who gave their lives)
- 7) The O’Brien Brothers (Four Newfoundland brothers who died in the Second World War)
- 8) Robert Powell (Member of Canada's Sports Hall of Fame)
- 9) George Lawrence Price (The last Canadian to die in the First World War) and
- 10) Thomas Welch (died by suicide attributable to military service).

All proceeds go to the Legion Poppy Trust Fund.

ACTION: Committee Coordinator

9. **REVIEW OF RESOLUTION PASSED AT CONVENTION**

Page 34 change wording of 614. to

614. The Poppy fiscal year covers the period 1 January and ends 31 December of the reporting year and the report includes the most recent Poppy Campaign and the disbursements made up until the 31 December. For example, let us assume that the report is being completed for the period 1 January 2021 to 31 December 2021. The funds to be reported are the balance of the Poppy Trust Fund as of 31 December 2021, the money collected during the November 2021 Poppy Campaign and the funds disbursed up to and including 31 December 2021.

MOTION: That the date of the change in reporting will commence for reporting period 2022.

CARRIED

10. **MARKETING THE POPPY CAMPAIGN 2022 – REQUEST FOR FUNDS**

The request for funding for the 2022 Marketing Campaign at the amount of 100k was passed by electronic vote prior to Convention but was not completed in time to be presented to DEC in Aug.

The intent is to bring it to DEC in Nov 21 is attached for the new committee's awareness.

ACTION: Committee Coordinator

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

a. **Funding request 45K – Monarques Project**

The Monarques Project is a Canadian and bilingual project that uses art to Help Veterans and military families deal with the aftermath of operational and post-traumatic stress injuries. The present request is to ensure a first French-language broadcast of the play for the 2022 calendar year. Three francophone performances in Quebec (Montreal, Quebec City, Saguenay) and one other in Ontario (Ottawa).

MOTION: That the Monarques Project not be supported using Poppy Trust Funds and be submitted to the LNF for consideration.

CARRIED

b. RCL Masters Scholarship

DEC approved a Master's scholarship for the years 2020-2021, 2021-2022, and 2022-2023. The last scholarship was ratified by DEC at the November 2020 meeting. It was moved and seconded at the last VSS meeting on 23 September 2021 to recommend to the Poppy and Remembrance Committee to DEC that we continue the Legion's Masters Scholarship for another three-year cycle commencing with the year 2023-2024 through to 2025-2026 at a total cost of \$90,000 from the Dominion Command Poppy Trust Fund. The cost of a scholarship is \$15K per year for a period of two years (total per Master's student - \$30K). Applications for this Legion Scholarship would be accepted by CIMVHR and chosen with the Legion. It is recommended that the Poppy and Remembrance Committee endorse the sponsorship of a Master's student in Military and Veterans Health Research for three cycles beginning 2023-2024 ending in 2025-2026. With this investment, the Legion will continue to be instrumental in ensuring continued study in Military and Veterans Health Research in Canada. This funding would be contingent upon confirmation by 1 June of the designated year that a Master's student has been identified, meets the necessary academic criteria and is continuing to study in the area of Military and Veterans Health Research. The VSS Committee will review the program in 2025 and recommend through Poppy and Remembrance to DEC if it should continue.

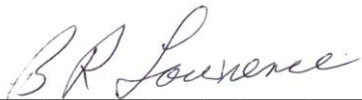
MOTION: That the support of 30k continue for the RCL Masters Scholarship.

CARRIED

9. NEXT MEETING OF THE DOMINION COMMAND P&R COMMITTEE – TBC

10. ADJOURNMENT

The meeting adjourned at 1430 hrs.



Berkley Lawrence
Chair



Freeman Chute
Committee Coordinator

DISTRIBUTION LIST

DEC

Dominion Past Presidents

Dominion Poppy & Remembrance Committee

Provincial Executive Directors

Provincial Command Poppy & Remembrance Representatives

(Thru Provincial Executive Directors)