

**DOMINION COMMAND P&R COMMITTEE MEETING**  
**5 March 2021, By Zoom**

File: 35-1

<b>In Attendance:</b>	<b>Angus Stanfield</b>	-	<b>Chairman</b>
	<b>Berkley Lawrence</b>	-	<b>Vice Chairman</b>
	<b>Glen Hodge</b>	-	<b>Member</b>
	<b>Kandys Merola</b>	-	<b>Member</b>
	<b>John Ladouceur</b>	-	<b>Member</b>
	<b>Darren Reid</b>	-	<b>Observer</b>
	<b>Freeman Chute</b>	-	<b>Committee Coordinator</b>
	<b>Kelly Therien</b>	-	<b>A/Committee Coordinator</b>

<b>Absent:</b>	<b>Lorne Varga</b>	-	<b>Member</b>
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**1. OPENING RITUAL AND CHAIRMAN'S REMARKS**

The meeting commenced at 1100 hrs. The Chairman conducted the opening ritual and welcomed all committee members.

**2. ADMINISTRATION**

Angus thanked everyone for their work on the committee. We are remaining united & strong as ever.

**3. REQUEST FOR OTHER BUSINESS AGENDA ITEMS**

**a. HEROES in MIND ADVOCACY AND RESEARCH CONSORTIUM - HiMARC**

Project proposal attached.

**b. HEROES MENDING ON THE FLY CANADA.**

Project proposal attached.

**c. DESPATCHES ADVENTURE RIDE**

Project proposal attached.

d. **WAYS TO WELLBEING**

Project proposal attached.

4. **Minutes Approval** - The 27 October 20 Dominion Poppy and Committee minutes were attached for committee review and approval. The members we asked to bring forward and items for discussion at this time.

**MOTION:** That the 27 October 20 Dominion Poppy & Remembrance approve committee minutes as presented.

**CARRIED**

5. **2020 POPPY CAMPAIGN UPDATE**

During the 2020 Poppy Campaign there were 42 Corporate Partners who supported the Royal Canadian Legion. This equated to over 25,000 locations where poppy's could be dropped off and distributed for the Remembrance period. Unfortunately, the shortage of volunteers because of Covid-19 meant we were only able to deliver poppy's to just under 11,000 locations.

The Corporate participation was significant and because of Point of Sale (PoS), Pay Tribute Poppy boxes and corporate donations, some Legion Branches did better than previous years. All funds that were collected through the three methods will be returned to the Legion Branches.

The Corporate participation for the 2021 campaign has already increased to upwards of 80 Corporate Partners. We will need to maximize on their participation and devise methods to ensure that poppy's are delivered for the Remembrance period.

6. **UPDATE REMEMBRANCE ISLAND**

This year we are proud to announce once again our Corporate Partner will be the Forestry Association of Canada.

Advertising for Remembrance Island will be from the last Friday in Oct until 11 November when the Island will go live. We will also be widening the scope of the island to try and attract a larger population based on last year's demand of over 14 million views..

We will also be working with the Arlington Commemorative Committee out of Washington DC, to include a Canada/US portion.

There will also be a section dedicated to the 100<sup>th</sup> anniversary of the poppy for gamers and streamers to virtually learn the history of the poppy and visit the battle fields.

Remembrance Island is up for another award for 2020.

**ACTION:** Committee Coordinator

7. **DIGITAL POPPY – UPDATE**

Last year we had a lot of interest and support from our Corporate Partners Raising more donations than previous years.. For 2021 we will have upwards of 40 Corporate partners who will be introducing the Corporate challenge and matching employee donations. The campaign will run from the last Friday in October until the 11 November.

**ACTION:** Committee Coordinator

8. **PAY TO TRIBUTE – 2020 TRIAL**

250 units all paid for by our Corporate Sponsor HSBC Bank Canada deployed by the 30 October 20, and were placed in all HSBC Banks locations and select Legion Branches in Ontario. Television and YouTube ads were completed by Wunderman Thomson in conjunction with the Legion Marketing team, earning 11,000,000 of media awareness for the Legion..

There is currently a large demand for the new Pay Tribute poppy boxes to include all CAF Bases and Wings. For 2021 each poppy box will have a donation amount option and all of the minor details that needed to be corrected will be rectified and bench tested before deployment.

For 2021 we would like to increase the number to maximum of 2000 to meet the high demand at no costs to Legion Branches. All funds collected from the poppy boxes will be returned to Legion Branches.

Pay to Tribute poppy boxes have been nominated for an Industry Award.

**MOTION:** that the Pay Tribute poppy boxes be increased to a maximum of 2000 for 2021.

**CARRIED**

9. **LNF**

The Legion foundation now oversees both the Pilgrimage and the Poster & Literary contest at the national level. As such there have been changes made as per the Foundation's direction that need to be reflected in the Youth Education Booklet and promoted to the Provincial Executive Directors. As per the attached minutes:

26 Aug:

- The Board considered the purpose of the Poster & Literary contest and the current rules outlining who can enter the contest. With the advent of increased home schooling and the willingness of art schools outside the current educational system to participate the Board recommended that the current requirement to only accept entries from the Canadian School system be revised to make it more open

28 Jan 21:

- The 2021 Pilgrimage be postponed to July 2022. Future Pilgrimages of Remembrance be scheduled biennially in even-numbered years until such time the Directors decide otherwise.
- Canadian citizenship or landed immigrant status be a prerequisite for student participation in the Poster and Literary Contests.

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

a. **HEROES in MIND ADVOCACY AND RESEARCH CONSORTIUM - HiMARC**

Introduction: A new vision of resilience has been championed by the Canadian Armed Forces and Veterans Affairs Canada for serving and retired Canadian Veterans and their families. To facilitate operationalization of this forward-thinking vision and enhance the resilience of families who are the main supports of military members and Veterans, it would be beneficial for (1) Service Providers (SPs) working with families to receive training that enables them to both be, and support others in being, resilient, and (2) families to receive resilience training, and (3) community resilience hubs to be facilitated. Two complementary made-in-Canada, bilingual, evidence-based, resilience-training programs have shown evidence of enhancing individual, family and community resilience: Reaching In...Reaching Out (RIRO) for adults working

with parents of young children, and Bounce Back and Thrive! (BBT) for parents of children aged 0-8 years of age).

Objective: This project aims to evaluate the effectiveness of implementing RIRO and BBT across the 32 Canadian Military Family Resource Centres (MFRCs) on the resilience of SPs, parents, families and MFRCs.

MFS only recently learned of the subject initiative when the researcher was directed to them by one of their contacts at VAC. Representatives from MFS will be meeting with the researcher 12 March to learn about the initiative and assess applicability.

MFS has recently implemented a new MFSP (with an imbedded resiliency model) that has been approved through CMP and based on extensive research originating with the Comprehensive Military Family Plan. Any resilience initiative (including the one proposed by Heroes in Mind Advocacy) would have to align with the new MFSP directly or it cannot be actioned at any MFRC.

**MOTION:** that an amount of \$599,700 be approved for HiMARC divided over a two year period to be put on hold pending the results of the 12 March meeting.

### **CARRIED**

b. **HEROES MENDING ON THE FLY CANADA**

Heroes Mending on the Fly Canada (HMFC) is dedicated to the physical and emotional rehabilitation of ill and injured veterans and active military service personnel through fly-fishing and associated activities including education and outings. It is a registered With the CRA under a non-profit organization.

The organization provides training and educational activities to help ignite and rekindle participants' appreciation for the outdoors, reconnecting with other veterans and serving members, and learning new hobbies and skills together.

They are a registered non-profit program that provides basic fly fishing, fly casting and fly-tying classes and clinics for participants ranging from beginners to those with prior fly-fishing and fly-tying experience.

Activities and services are provided to the participants at no cost. Fly-fishing and fly-tying equipment is loaned to participants for the duration of their involvement in the program and all the tying material is provided to the

participants. We can also provide specialized equipment to accommodate those with special needs.

**MOTION:** that an amount of \$25,000 be given to support Heroes Mending on the Fly Canada (HMFC).

**CARRIED**

c. **DESPATCHES ADVENTURE RIDE**

Dispatches Adventure Ride is a solo, cross-Canada motorcycle ride and speaking tour that will promote discussions surrounding Operational Stress Injury, Post-Traumatic Stress Disorder and issues transitioning to civilian life after service. The aim is to remove the stigma surrounding mental health injuries, and thereby address the personal isolation and withdrawal that stigma promotes within the veteran community, by travelling to communities big and small across Canada and sharing my own personal struggles with PTSD and transition to civilian life.

From May 31st to September 11th, 2021, Dispatches Adventure Ride will travel about 30,000 kilometers, visiting dozens of communities across Canada. This initiative began in 2018 and has proven to be a strong influence in battling the stigma surround PTSD and mental health.

Although it is important to have discussions surrounding mental health and transition issues, 2021 is not the year to be conducting this type of inter-Provincial motorcycle tour.

It is the P & R Committee's recommendation to concur with the VSS Committee and not to fund this event for 2021.

**RECOMMENDATIONS:** not supported.

**CARRIED**

d. **WAYS TO WELLBEING**

A number of veterans have already participated in this project through sharing their story for a larger documentary project. The team is traveling around Ontario filming people sharing their experiences of trauma and what their healing journey has looked like. This project has a special focus on uniformed professionals and especially military members and veterans. In August the team will be traveling to Ottawa to have numerous conversations with veterans, military members and members of the Legion to better understand

what trauma looks like, what barriers people face when trying to get help and what it takes to heal.

The Committee reviewed and received support from the President OSI Special Section for this application. Although the interviews (filming locations) will be conducted in Ontario, on review of the project, the intent is to show the documentary in film festivals around Canada throughout 2023 and hopefully distributed worldwide by 2025. Overall, it will have national exposure and there will be quite a few veterans involved in the project.

**MOTIONS:** that \$15,000 be given in support to Ways to Wellbeing.

**CARRIED**

**11. AMENDMENT – 403.II. M.**

Discussion focused on the need to amend the poppy manual to better support veterans and their families.

**CONSENSUS:** It was recommended that the word “Post Traumatic Service Disorder” be removed, to read:

**403.ii.m.** ~~Post Traumatic Stress Disorder~~ Service Dogs: (prior Provincial Command approval is required) 25 percent of the current balance, for the purposes of supporting costs associated with the initial purchase of service dogs.

**12. AMENDMENT – 501. iv.c and 501. iv. f**

**CONSENSUS:** Not all veterans and their families would qualify for VIP services for snow removal. It was recommended that the word “snow removal” be removed. to read:

**501. iv. c.** home care, housekeeping services or grounds keeping, such as grass cutting, leaf raking, ~~snow removal~~, etc. (Contact VAC regarding the use of the VIP program)

**CONSENSUS:** It is important to have the ability to support any local recognized food bank where the funds can be wider spread. It was recommended that the words “non Legion administered Food Banks,” be removed to read:

501.IV.f. 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.

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

14. ADJOURNMENT

The meeting adjourned at 1215 hrs.

  
Angus Stanfield  
Chairman

  
Freeman Chute  
Committee Coordinator

DISTRIBUTION LIST

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Dominion Past Presidents  
Dominion Poppy & Remembrance Committee  
Provincial Executive Directors  
Provincial Command Poppy & Remembrance Representatives  
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