

Minutes to the Dominion Executive Council

16-17 APRIL 2016

Our Mission is to serve
Veterans, which includes
serving military and
RCMP members and
their families, to promote
remembrance and to
serve our communities
and our country.

**Victory Boardroom
Legion House - Ottawa, ON**



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16-17 APRIL 2016**

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**DOMINION EXECUTIVE COUNCIL
MINUTES OF THE MEETING
16-17 APRIL 2016**

ATTENDEES:

Tom Eagles	-	Dominion President
Dave Flannigan	-	Dominion First Vice President
Larry Murray	-	Grand President
Thomas Irvine	-	Dominion Vice President
Ed Pigeau	-	Dominion Vice President
André Paquette	-	Dominion Vice President
Mark Barham	-	Dominion Treasurer
Jack Frost	-	Dominion Chairman
Marc Tremblay	-	BC/YT Command President
Chris Strong	-	AB-NT Command President
Ken Box	-	SK Command President
Ronn Anderson	-	MB & NWO Acting Command President
Brian Weaver	-	ON Command President
Norman Shelton	-	QC Command President
Harold Harper	-	NB Command President
Steve Wessel	-	NS/NU Command President
John Yeo	-	PE Command President
Frank Sullivan	-	NL Command President
Clarence Paul	-	TVS President
Jim Rycroft	-	Chairman C & L Committee
Ron Goebel	-	Chairman R & A Committee
Richard Blanchette	-	Chairman D & S Committee

ABSENT

Gordon Moore	-	Immediate Past Dominion President
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STAFF IN ATTENDANCE:

Brad White	-	Dominion Secretary
Steven Clark	-	Director Administration
Tim Murphy	-	Director Finance
Ray McInnis	-	Director Service Bureau
Peter Underhill	-	Director Supply
Jennifer Morse	-	Canvet General Manager
Angela Keeling Colkitt	-	Executive Assistant
Kelly Therien	-	Executive Assistant

ANNEXES:

Annex "A"	-	Grand President's Remarks
Annex "B"	-	Dominion President's Remarks
Annex "C"	-	Administrative Arrangements
Annex "D"	-	OSI Special Section Presentation/Report
Annex "E"	-	Treasurer's Report/Financial Statements
Annex "F"	-	Opportunities for the Future Presentation
Annex "G"	-	VSS Committee Report
Annex "H"	-	P & R Committee Report
Annex "I"	-	Membership Committee Report
Annex "J"	-	Sports Committee Report
Annex "K"	-	R & A Committee Report
Annex "L"	-	C & L Committee Report
Annex "M"	-	RCEL Committee Report
Annex "N"	-	Dominion Convention Committee Report
Annex "O"	-	D & S Committee Report
Annex "P"	-	Veterans Consultation Committee Report
Annex "Q"	-	Leadership Development Committee Report
Annex "R"	-	Canvet Publications Ltd., Report
Annex "S"	-	Approval of Minutes/Electronic Decisions
Annex "T"	-	Dominion Secretary's Report
Annex "U"	-	Marketing Presentation
Annex "V"	-	Membership Presentation
Annex "W"	-	TVS Report
Annex "X"	-	BC/YK Command Report
Annex "Y"	-	AB-NT Command Report
Annex "Z"	-	SK Command Report
Annex "AA"	-	MB & NWO Command Report
Annex "BB"	-	ON Command Report
Annex "CC"	-	QC Command Report
Annex "DD"	-	NB Command Report
Annex "EE"	-	NS/NU Command Report
Annex "FF"	-	PE Command Report
Annex "GG"	-	NL Command Report
Annex "HH"	-	Senior Officer Report
Annex "II"	-	Charters Issued and Cancelled
Annex "JJ"	-	Dominion Command Branches
Annex "KK"	-	Requests for Support
Annex "LL"	-	Meetings and Invitations
Annex "MM"	-	Financial Accountability and Transparency
Annex "NN"	-	Miscellaneous Correspondence

**DOMINION EXECUTIVE COUNCIL
MINUTES OF THE MEETING
16-17 APRIL 2016**

1. OPENED

The meeting of the Dominion Executive Council opened at 09:00 hours in the Victory Boardroom at Dominion Command on Saturday April 16, 2016. The new short promotional video to be premiered at Convention was shown to the members of DEC.

2. GRAND PRESIDENT'S REMARKS

The remarks from the Grand President are at Annex "A".

3. DOMINION PRESIDENT'S REMARKS

The remarks from the Dominion President are at Annex "B".

4. ADMINISTRATIVE ARRANGEMENTS

The administrative arrangements are an information item only and are at Annex "C".

5. OSI SPECIAL SECTION PRESENTATION

Comrade Glynne Hines joined the DEC to make his presentation attached at Annex "D", in regards to the establishment of an Operational Stress Injury (OSI) Special Section within the structure of the Legion.

MOTION: It was moved to establish the OSI Special Section within the structure of the Royal Canadian Legion with one voting representative on the Dominion Executive Council.

CARRIED (Unanimous)

Comrade Hines will be the interim President of the OSI Special Section until such time that full development of membership occurs. The formal acceptance of the OSI Special Section will require ratification at the next Dominion Convention scheduled in June 2016 in St. John's, NL. Until that time the OSI Special Section will have provisional status.

6. DOMINION TREASURER'S REPORT

The Dominion Treasurer's Report was presented and is attached at Annex "E".

7. OPPORTUNITIES FOR THE FUTURE REPORT

The Dominion Treasurer presented the report entitled: Opportunities for the Future. This report highlighted the long term survivability of the Legion and is attached at Annex "F".

8. COMMITTEE REPORTS

- a. The VSS Committee report was presented and is attached at Annex "G".

MOTION: It was moved that DEC approve the RCL Master's Scholarship for 2017/18, 2018/2019 and 2019/20, in accordance with Poppy Fund regulations, the approval will be ratified each year. It is recommended that DEC approve the recommendation 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).

CARRIED
The report CARRIED

- b. The Poppy & Remembrance Committee report was presented and is attached at Annex "H".

MOTION: It was moved that in Section 1101.a, reference to District, Zone (2 references) be removed.

CARRIED

MOTION: It was moved that in Section 1103, reference to District, Zone be removed.

CARRIED

MOTION: It was moved that Section 1104 be removed in its entirety and replaced with:

a. The basic purpose and obligations of Poppy Trust Funds are to assist a Veteran, as defined in Subsection 101.d of The General By-Laws and their family who are in need of assistance.

b. The Command, Branch or group of branches may withdraw or expend monies from the Poppy Trust Fund account only for the purposes in accordance with the requirements and procedures outlined in the Poppy Manual.

CARRIED

MOTION: It was moved that Sections 1105-1117 inclusive be removed in their entirety.

CARRIED

MOTION: It was moved that in Section 1118, reference to District, Zone be removed.

CARRIED

MOTION: It was moved that new Section 209 (New) be added and read as follows:

All aspects of the Poppy Program within the International Zones and Branches will be contained within the bylaws of the international zone or international branch in accordance with the General Bylaws and as approved by Dominion Command.

Section 209, 210 and 211 will be renumbered to 210, 211 and 212 accordingly.

Reference Sections in Subsection 208.f should be renumbered to Sections 1102-1104.

CARRIED

MOTION: It was moved that the following be added to Section 207.

Note: This Section does not provide District and Zones the Authority to collect or maintain a Poppy Trust Fund account.

Section 318 and Section 319 should be renumbered to Section 319 and Section 320 respectively.

CARRIED

MOTION: It was moved that new Section 321 be added and read as follows: New:

After the Campaign. It is not mandatory that wreaths and crosses collected from the Cenotaph be destroyed. They may be used in another manner to promote Remembrance, such as for display at community cemeteries or placement at Veterans'

gravesites. Used wreaths and crosses SHOULD NOT be re-sold.

CARRIED

The President of NB Command indicated that within NB Command there have been instances where wreaths and crosses have been collected and resold the following year. This is not an uncommon practice throughout the Legion and should be addressed when discovered.

MOTION: It was moved that Section 403 be cancelled and incorporated into Section 401 which is revised to read as follows:

Sec. 401: Poppy Funds are made available through the generosity of the Canadian public and are part of the public trust between Canadians and the Legion. To safeguard this bond, Poppy Trust Funds must be held in trust at branches and command level of the organization. They may not be used as, or in place of, general or any other Branch funds.

Credibility and public support are enhanced when funds are used in the correct and proper manner. The improper use of these bylaws and guidelines may cause the offending branch or command, the penalty of repaying amounts not properly approved, from general funds.

The basic purpose and obligations of the Poppy Trust Fund are to assist a Veteran as defined in Subsection 101.d of the General By-Laws and their families.

Donations to ex-service personnel of allied countries as defined in Subsection 101.d of the who reside outside Canada, who are in need of assistance may also be considered. These funds will be paid to the Royal Commonwealth Ex-Services League (RCEL) through Dominion Command,

NOTE: Affiliate members are NOT eligible for Poppy fund uses.

Section 402 (current manual) should now renumbered in the revised Poppy Manual as Section 403 (Special Use Expenditures).

CARRIED

MOTION: It was moved that all references referring to the balance of Poppy Trust Fund contained in Section 403 as of the 30th day of September in the preceding year be amended to read current balance.

CARRIED

MOTION: It was moved that the following be added under Section 403.d (revised manual) and read as follows: Donations to the RCEL as per Section 401.

CARRIED

MOTION: It was moved that Section 402.p of the current Poppy Manual (Veterans' Reading Program) be deleted.

CARRIED

MOTION: It was moved that Subsection 403.n be amended to read as follows: 25 percent of the current balance, for the purposes of supporting costs associated with the provision of service dogs.

CARRIED

MOTION AS AMENDED: It was moved that new Subsection 403 ii.o Not- For-Profit Veterans Assistance Based Organizations be added and reads as follows:

10 percent of the current balance, for the purpose of supporting organizations dedicated to the support of ill and injured Veterans. Organizations and groups may qualify provided they supply a direct need to Veterans and their families subject to approval by your Provincial Command.

DEFEATED

MOTION: It was moved that new Subsection 403 ii.o Not- For-Profit Veterans Assistance Based Organizations be added and reads as follows:

10 percent of the current balance, for the purpose of supporting organizations either not for profit or charitable, dedicated to the support of ill and injured Veterans and their families. When in doubt, contact your Provincial Command.

This subsection has also been reviewed by the VSS Committee which concurs with this wording.

DEFEATED

MOTION: It was moved that the revised Poppy Manual be approved in conjunction with the acceptance of the other recommendations above.

CARRIED

A request was received to provide funding for the development of the creative for the visuals for a Poppy Drop. The virtual Poppy Drop would be a stunning, large-scale reminder to all of the sacrifices of Canadians and would initially be used at Centre Block on Parliament Hill from 28 October and ending on the evening of 11 November. Once created, the visuals for this Poppy Drop could also be used on other occasions such as the Dominion Convention and the National Arts Centre, once renovated after 1 July 2017, and in conjunction with our National Remembrance Day observations. Provincial Commands will also have the opportunity to use the creative.

MOTION: It was moved that \$40,000 from the Dominion Command Poppy Trust Fund be approved to create a Virtual Poppy Drop for display on Centre Block, Parliament Hill for the official launch of the annual Poppy Campaign.

CARRIED

MOTION: It was moved that the next Legion Pilgrimage of Remembrance be conducted between 8 July and 22 July 2017. It is also recommended that Mr. John Goheen be the Legion's tour guide for this 2017 Pilgrimage.

CARRIED

The report CARRIED

- c. The Membership Committee report was presented and is attached at Annex "I".

MOTION: It was moved for Membership to create a program offering a 1-year complementary Legion membership to all graduating cadets who are 18 years of age or older. This complementary membership would not include a Legion Magazine subscription and could be offered by Dominion Command as well as the local branch. This program would be effective pending the successful implementation of the new membership processing system.

CARRIED

MOTION: It was moved to allow local branches the opportunity to award a 1-year complementary membership to any non-member who has demonstrated tremendous support to the local branch in the execution of their community service programs. These complementary memberships would not include a Legion Magazine subscription and would be capped at a maximum of 3 per year per local branch. This program to be effective pending the successful implementation of the new membership processing system.

CARRIED

MOTION: It was moved that the resolution passed electronically (appearing as Resolution #6 in the Committee Reports and Resolutions Convention book) to amend the membership categories to two be rescinded.

CARRIED

A new membership resolution to be considered as a late resolution to Convention was introduced but tabled for consideration on day 2 of the meeting. The original resolution as mentioned above will be struck from the book at Convention. Following the discussion on day 2. It was moved:

MOTION: MBR 2 – therefore be it resolved that the four categories of membership be reduced to three labelled “Veteran” for all that meet the Legion’s Veteran definition, “Associate” for all that meet the Legion’s associate definition and ‘Member’ for all others.

CARRIED

The report CARRIED

d. The Sports Committee report was presented and is attached at Annex “J”.

The report CARRIED

e. The Ritual & Awards Committee report was presented and is attached at Annex “K”.

MOTION: It was moved that the Honour Roll initiative established by the Dominion Command Ritual and Awards Committee, unveiled as a pilot project in the Town of Carleton Place, be rolled out in an electronic format for the use by Branches across our

Command, through the Poppy and Remembrance Committee, in consultation with the Ritual and Awards Committee

CARRIED
The report CARRIED

- f. The Constitution & Laws Committee report was presented and is attached at Annex "L".

MOTION: It was moved that subsection 418.a of The General By-Laws be amended to read:

The Dominion President may, after enquiry and for cause clearly stated, revoke or suspend the charter or powers of any command, branch or auxiliary, or suspend any officer thereof, or revoke the membership of any member, or take any other action not inconsistent with these By-Laws that is necessary or advisable for the good of the Legion, and shall report to the Dominion Executive Council upon the action taken.

CARRIED

MOTION: It was moved that the following be inserted as subsection 137.e of The General By-Laws:

The Operational Stress Injuries (OSI) section for the purpose of supporting the needs of Veterans and their families who are affected by OSI is a recognized Special Section of The Royal Canadian Legion with authorized representation on the Dominion Executive Council.

The existing subsection 137 e. will be re-numbered to 137 f.

CARRIED

MOTION: It was moved that DEC be delegated by the power under subsection 137 c. of The General By-Laws to determine when the representative for members of the OSI Special Section may sit on DEC and when that representative may sit and vote as a representative of the section.

CARRIED
The report CARRIED

- g. The RCEL Committee report was presented and is attached at Annex “M”.
The report CARRIED
- h. The Dominion Convention Committee report was presented and is attached at Annex “N”.
The report CARRIED
- i. The Defence and Security Committee report was presented and is attached at Annex “O”.
The report CARRIED
- j. The Veterans Consultation Committee report was presented and is attached at Annex “P”.
The report CARRIED
- k. The Leadership Development Committee report was presented and is attached at Annex “Q”.
The report CARRIED
- l. The Canvet Publications Ltd., report was presented and is attached at Annex “R”.
The report CARRIED

9. APPROVAL OF MINUTES/REVIEW OF DEC ELECTRONIC DECISIONS

Report is attached at Annex “S”.

MOTION: It was moved that the DEC minutes of 28 November 2015 be approved. **CARRIED**

10. DOMINION SECRETARY’S REPORT

The Dominion Secretary’s Report was presented and is attached at Annex “T”. Comrade Dion Edmond presented a presentation on the Royal Canadian Legion Marketing Plan, Annex “U”, and Comrade Randy Hayley and Comrade Karen Harris presented a brief overview of the new membership system software project and is attached at Annex “V”.

MOTION: It is recommended that an additional \$55,000 be approved for the membership system project. **CARRIED**

11. PROVINCIAL COMMANDS FINANCIAL STATEMENT REVIEW

Nothing was available to report at the time of the DEC meeting as some reports are still outstanding.

12. COMMAND SECTION REPORTS

- a. The Tuberculous Veterans Section. The report was presented and is attached at Annex “W”.
The report Carried

b. BC / YT Command. The report was presented and is attached at Annex "X".
The report Carried

c. AB – NT Command. The report was presented and is attached at Annex "Y".
The report Carried

Command has implemented a program whereby PEC members are responsible to personally contact branches within the command to maintain contact.

The continued viability of the TVS was questioned in the Command report. Following discussion, a motion was presented:

MOTION. It was moved that the Membership Committee review the TVS continuance question and report back to DEC at the pre-convention DEC meeting.
CARRIED.

d. SK Command. The report was presented and is attached at Annex "Z".
The report Carried

The Provincial President announced that their new Command Secretary has made many improvements to their archaic administrative system at the Command. In fact only four branches within the Command do not have an active email address.

e. MB & NWO Command. The report was presented and is attached at Annex "AA".
The report Carried

f. ON Command. The report was presented and is attached at Annex "BB".
The report Carried

g. QC Command. The report was presented and is attached at Annex "CC".
The report Carried

h. NB Command. The report was presented and is attached at Annex "DD".
The report Carried

i. NS / NU Command. The report was presented and is attached at Annex "EE".
The report Carried

j. PE Command. The report was presented and is attached at Annex "FF".
The report Carried

k. NL Command. The report was presented and is attached at Annex "GG".
The report Carried

13. SENIOR OFFICER REPORTS

One senior officer report from Western Zone USA was presented as information only and is attached at Annex "HH".

14. CHARTERS ISSUED AND CANCELLED

The Charters Issued and Cancelled was presented as an information item and are attached at Annex "II"

15. DOMINION COMMAND BRANCHES

The Dominion Command Branches were presented and are attached at Annex "JJ".

MOTION: It was moved that DEC approve a membership fee of \$49.99 for Branch 13-013. **CARRIED**

16. REQUESTS FOR SUPPORT

The following 5 requests for support were presented and are attached at Annex "KK".

a. Dominion of Canada Rifle Association

MOTION: It was moved that DEC approve support to the DCRA in the amount of \$8000.00 from the Request for Support budget. **CARRIED**

b. Last Post Fund

MOTION: It was moved that DEC authorize The Last Post fund to continue the solicitation of our branches with the clear understanding that Poppy Funds are not to be used. Should the criteria for Poppy Funds be amended and changed to permit their use, then this information would be disseminated accordingly. **CARRIED**

c. Military Police National Motorcycle Relay

MOTION: It was moved that DEC approve national level sponsorship in the MP National Motorcycle Relay with a donation of \$5000.00 from the Request for Support budget. **CARRIED**

d. The World Remembers Project

MOTION: It was moved that DEC approve Legion endorsement of the World Remembers Project. No financial commitments are necessary. **DEFEATED**

e. Invictus Games 2017

MOTION AS AMENDED: It was moved that DEC approve a sponsorship fee of \$150,000 for 2016 and \$150,000 for 2017.

DEFEATED

MOTION: It was moved that the Legion become a signature sponsor with a maximum sponsorship fee to be determined through negotiation, but not more than \$500,000, to be taken as a special request from the Dominion Command Poppy Fund. **CARRIED**

Provincial Presidents also expressed their willingness to canvas support for the Invictus Games 2017 from their branches. Financial support from commands will be coordinated by Dominion Command once forwarded from provincial commands.

17. MEETINGS AND INVITATIONS

This item was presented as an information item only and is attached at Annex "LL".

18. OTHER BUSINESS

a. Financial Transparency and Accountability

This report, attached at Annex MM, was presented by The Dominion President. The report addresses each one of the issues of transparency and accountability as raised by a resolution from MB&NWO Command that was dismissed at the last DEC meeting. All members of DEC were in agreement with the report. The Senior Elected Officers have each signed the report.

b. National Track and Field Competition

MOTION: It was moved that the Sports Committee check into the feasibility on having the National Track and Field competition held in a central location in order to reduce costs. The Sports Committee is to report its findings at the November DEC meeting.

CARRIED

c. Strategic Plan for the Legion

Comrade Tremblay raised the issue for the need of an overall strategic plan for the Legion to carry it forward into the future. This plan would serve as a guide to validate programs and future development of the Legion. The DEC agreed that this would be useful.

d. Forget Me Not Pin

It was discussed and reinforced that as of 1 January 2016 – if you are from Newfoundland/Labrador Command you can wear the Forget Me Not pin on the left lapel. If you are not from Newfoundland/Labrador Command you can wear the pin only during the Dominion Convention period of 11-15 June 2016.

e. Beaumont Hamel - Soil

Comrade Frank Sullivan briefed the DEC on the project to repatriate soil from Beaumont Hamel, France. The project is being spearheaded by the Rooms and the Government of NL. To date there has been no formal attempts to coordinate with the NL Legion. Comrade Sullivan expressed his Command's strong opposition to the project.

MOTION. It was moved that DEC support the position of NL Command and a letter of such support be provided. **CARRIED**

19. CORRESPONDENCE

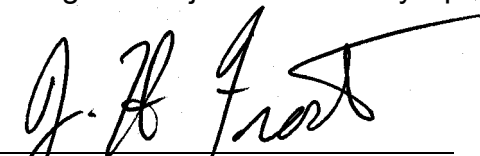
These items were presented as an Information Item Only and are attached at Annex "NN".

20. INDUCTION OF THE CHIEF OF DEFENCE STAFF

General Jonathan Vance was inducted as an Honorary Dominion Vice President of the Legion. This is a time honoured tradition for the Legion and was graciously accepted by General Vance. General Vance then provided the members of DEC with an update on the state of the CAF and answered questions from the floor.

21. ADJOURNMENT

The meeting was adjourned Sunday April 17, 2016 at 3:45 pm.



Dominion Chairman



Dominion Secretary

GRAND PRESIDENT'S REMARKS TO DEC, 16 APRIL, 2016

THANK YOU, COMRADE CHAIR.

GOOD MORNING, COMRADES.

IT IS A REAL PLEASURE TO BE WITH YOU AGAIN. I KNOW THAT WE HAVE A FULL AGENDA SO I WILL KEEP MY COMMENTS BRIEF.

ABOUT A MONTH AGO THE DOMINION PRESIDENT HOSTED A VERY POSITIVE ANNUAL MEETING OF THE VETERANS CONSULTATION ASSEMBLY AT LEGION HOUSE.

THE MOOD IN THE ROOM WAS EXCELLENT; MORE VETERANS ORGANIZATIONS THAN EVER WERE PRESENT AND TWO REPRESENTATIVES OF A NEW AFGHANISTAN VETERANS ASSOCIATION WERE THERE. THEY WERE PLEASED TO BE INCLUDED AND GRATEFUL FOR THE SUPPORT THEY HAD BEEN RECEIVING FROM THE LEGION. THEY ALSO ADDED CONSIDERABLE VALUE TO THE MEETING.

INDEED, ALL PARTICIPANTS EXPRESSED THEIR GRATITUDE TO COMRADE TOM AND TO THE LEGION FOR HOSTING THE GATHERING AND FOR PLAYING A CRITICAL COORDINATING ROLE ON VETERANS ISSUES.

IN ADDITION, MOST ORGANIZATIONS WERE PLEASED TO SEE A MUCH IMPROVED EFFORT BY VAC TO CONSULT WITH VETERANS ORGANIZATIONS AND THERE WAS A SENSE THAT THE GOVERNMENT WOULD DELIVER ON AT LEAST SOME OF ITS ELECTION COMMITMENTS TO VETERANS IN THE 2016 BUDGET WHICH WAS TABLED THE FOLLOWING WEEK.

ALTHOUGH MUCH REMAINS TO BE DONE, THE BUDGET DID IN FACT IMPROVE THE LOT OF MANY VETERANS AND THEIR FAMILIES AND GOING INTO THIS DEC MEETING IT IS PROBABLY WORTHWHILE FOR ALL OF YOU TO PAUSE AND REFLECT ON THE ESSENTIAL ROLE THE LEGION HAS PLAYED IN THIS IMPORTANT AREA THROUGHOUT ITS HISTORY AND THAT IT MUST CONTINUE TO PLAY NOW AND INTO THE FUTURE.

I WOULD LIKE TO CONCLUDE, COMRADES, WITH A FEW PERSONAL THOUGHTS ABOUT THIS MEETING.

ALTHOUGH LATER THAN IN THE PAST, THIS EXTENDED DEC PRIOR TO CONVENTION IS ALWAYS AN IMPORTANT GATHERING. I BELIEVE THAT IT IS PARTICULARLY CRITICAL AT THIS JUNCTURE IN THE HISTORY OF THE LEGION.

I THINK THAT ALL OF YOU AND MANY OTHERS SHOULD BE COMMENDED ON THE SUPERB PROGRESS ACHIEVED IN RESPONDING TO THE WILL OF THE 2014 CONVENTION BY SUCCESSFULLY IMPLEMENTING THE DOMINION PRESIDENT'S DEFICIT REDUCTION PLAN.

THAT IS A SIGNIFICANT ACHIEVEMENT.

NOW THE CHALLENGE WILL BE TO HOLD THE LINE ON EXPENDITURES, WHICH WILL NOT BE EASY.

MOST IMPORTANTLY THOUGH, REVENUES MUST BE MAINTAINED AND INCREASED, AND THAT MEANS RETAINING AND INCREASING MEMBERSHIP, WHICH IS THE LIFEBLOOD OF THIS GREAT ORGANIZATION.

SIMPLY STATED, THE BLEEDING MUST STOP AND BE REVERSED OR THE ROYAL CANADIAN LEGION AS WE KNOW IT AND AS CANADIANS KNOW AND ADMIRE IT, CANNOT CONTINUE AS IS.

GETTING BACK 'INTO THE BLACK' IN 2016 IS GREAT. HOWEVER, REMAINING 'IN THE BLACK', IF OUR NUMBERS CONTINUE TO DECLINE, WILL REQUIRE THAT AT SOME POINT RELATIVELY SOON, CRITICAL SERVICES TO VETERANS AND THEIR FAMILIES AS WELL AS TO COMMUNITIES, SENIORS, YOUTH AND SO ON, WILL NEED TO BE CUT, AND THE LEGION COULD EVOLVE INTO ONE MORE LARGELY SOCIAL, VETERANS ORGANIZATION.

THAT WOULD BE TRAGIC, PARTICULARLY BECAUSE IT IS NOT NECESSARY.

HOWEVER GIVEN THE APPROACHING DEMOGRAPHIC CLIFF, MEMBERSHIP RENEWAL TO SUCCESSFULLY ATTRACT AND RETAIN MORE CANADIAN ARMED FORCES VETERANS AND MORE, YOUNGER CANADIAN CIVILIANS IS ESSENTIAL TO THE FUTURE OF THE LEGION.

IN MY VIEW THE FUNDAMENTALS OF THIS CRITICAL SUBJECT REQUIRE POSITIVE, CONSTRUCTIVE DISCUSSION AND A SHARED POSITIVE COMMITMENT TO DEAL WITH IT COMING OUT OF THE DOMINION CONVENTION IN JUNE.

IN TERMS OF OUTREACH TO SERVING AND FORMER CAF MEMBERS, IT IS GREAT TO SEE THE POTENTIAL CREATION OF A SPECIAL OPERATIONAL STRESS INJURY SECTION WITHIN THE LEGION DELIBERATED AT THIS DEC MEETING AND HOPEFULLY BECOMING AN HISTORIC REALITY IN ST. JOHN'S.

IT WAS ALSO GOOD TO SEE THE RECENT ANIMATED 'ON LINE' DEC DEBATE ABOUT MEMBERSHIP CATEGORIES. HOWEVER, IN MY VIEW THAT PARTICULAR RESOLUTION, AS WRITTEN, WILL NOT CONTRIBUTE TO FOSTERING A POSITIVE ATMOSPHERE AT THE CONVENTION OR TO RAISING THE FUNDAMENTAL ISSUES ABOUT MEMBERSHIP IN THE MOST CONSTRUCTIVE MANNER.

I BELIEVE THAT YOUR DELIBERATIONS FOR THE NEXT FEW DAYS AND YOUR INDIVIDUAL AND COLLECTIVE LEADERSHIP FOLLOWING THIS DEC ARE ESSENTIAL TO ENSURE THAT THE LEGION DOES TAKE MAXIMUM ADVANTAGE OF THE DOMINION CONVENTION IN ST JOHN'S TO POSITION ITSELF TO MOVE FORWARD INTO THE FUTURE WITH VIGOUR AND CONFIDENCE AND TO CONTINUE TO MAKE A HUGE DIFFERENCE FOR VETERANS AND THEIR FAMILIES AS WELL AS FOR COMMUNITIES ACROSS THE COUNTRY.

THAT CONCLUDES MY COMMENTS.

THANKS VERY MUCH, COMRADES

Comrades, welcome to our sixth DEC Meeting since we all left Dominion Convention in June 2014. As you are probably all aware, based on all the phone calls that are going around, there will only be one more DEC before I retire as your Dominion President.

Even though the sunset on my term is fast approaching, the business of the Legion must continue. I am particularly pleased that we all can get together this weekend, face-to-face before convention to discuss some important Legion business.

Let me start with the file that I have devoted the most attention and I believe we made the greatest gains, and that's with finance

At the expense of sounding like a broken record, when I assumed office as Dominion President, I tried to make it clear that deficit financing would not be an acceptable business practice and I repeated that policy at our DEC Meetings in February and November of last year.

With the help of our Dominion Treasurer Comrade Mark, we adopted a zero based approach for all budgeting. We are continuously reviewing our bottom line in terms of operating expenses. This change, along with some other developments that our Treasurer will discuss later, changed our overall financial situation from a deficit to a surplus situation – the first time Dominion Command has been able to register a surplus in a very very long time.

We are also in the final steps to create The Legion National Foundation which will allow Dominion Command to issue tax receipts for all donations. It is hoped we will encourage corporate donors and perhaps increase the amounts of the donations being made. Since I wrote this, I am very very happy to announce, we just got word this past week that we have a Legion National Foundation. The application has gone to the CRA for the final approval for a charitable status. I think it is going to be a huge step forward for us, we already have had people come in already wanting to donate.

The other big file that I want to talk to you about is Membership where I believe we have also been making important progress.

The new membership system, Comrades I am pleased to report that we are moving forward with this project which, at least conceptually, should do two important things: (1) make it easier to join the Legion; (2) increase our ability to communicate with our members.

We have already begun spreading the word about this new membership system through the Marketing Team and how it will make membership a much easier process. It will require less staff and less time to process memberships. Everybody involved with Memberships stands to gain from this new system.

I am also pleased to report that the implementation plan is on schedule and will be done at the same time as the launch of the membership website for command, branch and

member use. Both have begun testing this month with a go live date of early July and I think that is a good time frame.

The other thing I want to touch about is the Ladies Auxiliary. An item of particular interest has been our efforts to secure a certain level of participation by the Ladies Auxiliary at the senior levels. You will recall that we held our first teleconference on 17 September 2015. I remain hopeful, based on the initial feedback that this file will move forward after Dominion Convention when the new president is installed.

Membership Categories: Comrades, I know this issue is a very passionate one among our members from all categories, but the need to recognize Veterans within our organization just will not go away. It needs to be fixed. A Veterans organization that does not recognize Veterans in a special way is often seen as an organization that has lost its focus.

I understand that the Chairman of the Membership Committee will address this issue later but if I may say this, for the time being, everywhere I go, Veterans tell me that they want to be recognized. So we need to make some changes to the membership categories. I am convinced we can do this while still maintaining our organization's sense of inclusiveness and not the other way around. So I am asking for your support.

Two other items I would like to cover are the OSI Special Section and the Founders' Award for this year.

OSI Special Section Presentation: I have asked Comrade Hines to take a few moments to discuss his group of recent veterans who are working towards the establishment of an Operational Stress Injury (OSI) Special Section within the structure of the Royal Canadian Legion. We are going to hear from him in a few minutes.

Founders Award: Finally, I would like to share with you the recipient of the Founders' Award for 2016. There will be a news release that goes out on Monday but I wanted to share this with you before the release went out.

The award, introduced in 2012, is given to an individual or an organization for extraordinary achievement in an area that exemplifies and advances the purposes and objects of the Royal Canadian Legion in the spirit and vision of the Legion's founders. Past recipients for 2012 was Paul Gross and in 2014 was Joseph Boyden.

And I am very happy to announce today that Rick Mercer exemplifies a grateful nation's concern and support for Canada's Veterans and serving Canadian Armed Forces members through words and deeds. Of particular note is his involvement with the military's "Stigma" project and how we must counter the misconceptions of mental illness. He will be our guest at Dominion Convention where he will receive the award.

Comrades, I hope you have seen from my introductory remarks that together we have moved the yards sticks forward in the past two years. While more work needs to be done, I think we can be proud of the progress that we have made so far.

This could only happen with your help so I want to extend a sincere appreciation to all of you here as well as the Dominion Command Staff for helping make the Legion a better place for Veterans, for promoting Remembrance wherever possible and for the great work we do in our local communities.

Thank you.

**DOMINION EXECUTIVE COUNCIL ITEM 4
16 -17 APRIL 2016**

4. ADMINISTRATIVE ARRANGEMENTS

a. Schedule – 16 April 2016

- i. 0900 hours – DEC convenes
- ii. 1200 hours – lunch at Dominion Command (Call of the Chairman)
- iii. 1315 hours – DEC convenes in main boardroom
- iv. 1600 hours – DEC recesses for the day (Call of the Chairman)

b. Schedule – 17 April 2016

- i. 0900 hours – DEC reconvenes
- ii. 1200 hours – Lunch at Dominion Command (Call of the Chairman)
- iii. 1430 hours – Installation of the Chief of the Defence Staff, General Jonathan Vance as an Honorary Dominion Vice President and presentation from General Vance
- iv. 1600 hours – DEC adjourns (Call of the Chairman)

c. Local Map - A map of the local area has been produced for your convenience and is attached.

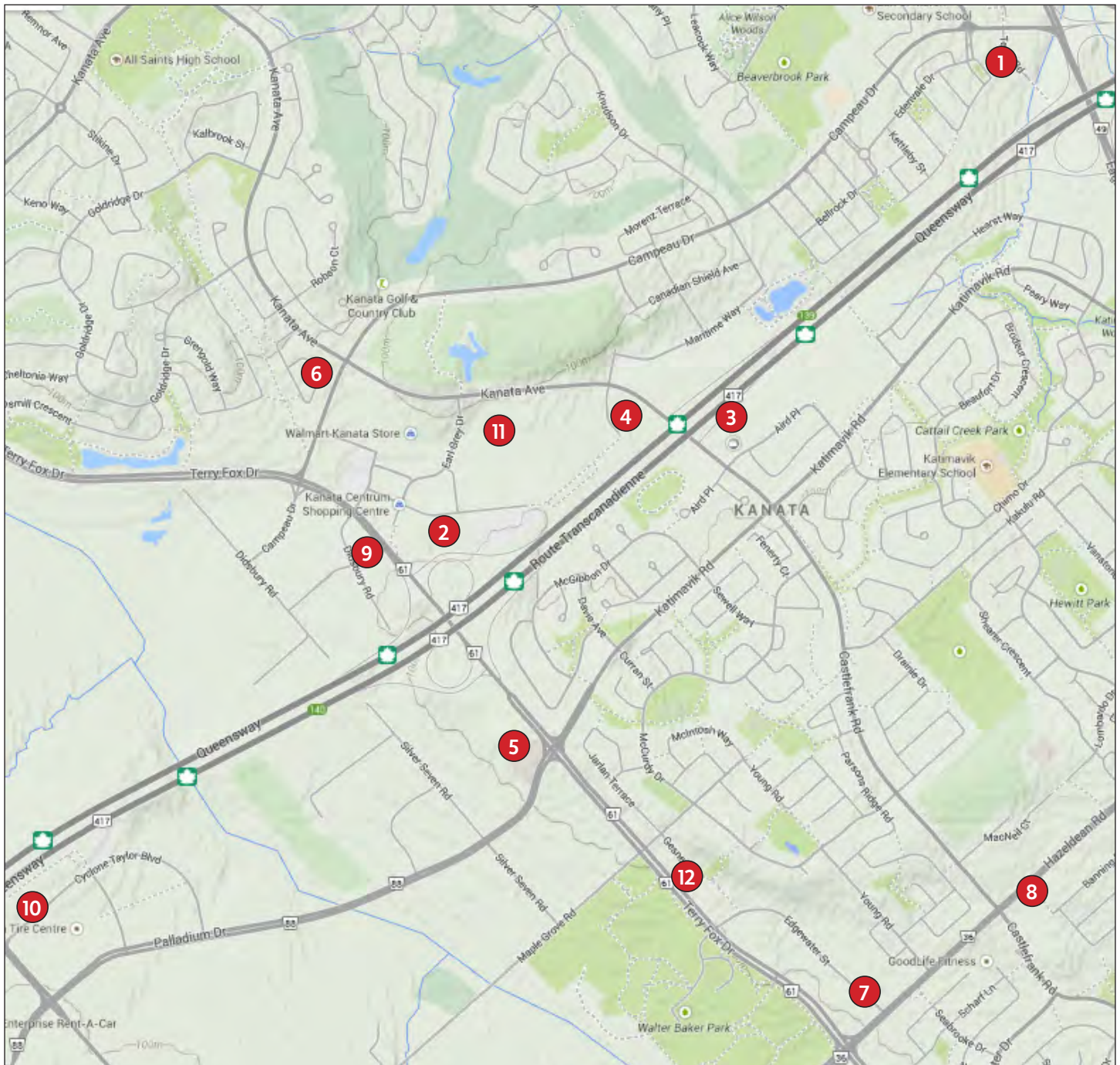
d. Hotel Reservations - Your reservations are inclusive of the evening of 17 April 2016. If you intend to check out earlier, please advise the hotel as soon as possible. Please take note that DEC members are responsible to pay their hotel bill at check out and then reclaim on their expense claim forms.

e. Reports - Members are also reminded that copies of the Committee/Command reports will not be redistributed to attendees. Therefore the meeting booklet and handouts should be retained for this purpose.

f. Smoking - Members are reminded that Ottawa City By-Laws do not permit smoking in any office building including bars and restaurants. However, the Director of Administration will provide one of the smokers with a door pass to enable smokers to use the rear entrance to permit smoking outside during the break periods. Smoking is only permitted at the rear of the building.

Attachment

The Royal Canadian Legion—Dominion Command (Legion House)
86 Aird Place, Ottawa, ON K2L 0A1
613-591-3335



- | | |
|--------------------------------|--|
| 1. LaPointe Seafood Restaurant | 6. Liquor Control Board of Ontario (LCBO) |
| 2. Centrum Area | 7. Wendy's, Tim Horton's |
| • numerous restaurants | 8. Pizza Hut, Burger King |
| • shopping facilities | 9. Dairy Queen, Italian Restaurant |
| • movie theatre | 10. Canadian Tire Place—Hockey arena |
| 3. Legion House | 11. Walmart |
| 4. Holiday Inn Select Hotel | 12. Darcy McGee's, East Side Mario's,
A & W, Swiss Chalet |
| 5. Country Inn Suites Hotel | |

The Royal Canadian Legion Operational Stress Injury (OSI) Special Section

Aim of this Briefing:

To obtain the APPROVAL of the Dominion Executive Council for the establishment of the Operational Stress Injury (OSI) Special Section within the Royal Canadian Legion.

A “member-driven” initiative with a focus on affected Veterans and their families

Proposal:

- A Special Section of the RCL with a specific focus on assisting veterans and their families suffering from OSI.
- Within the current by-laws and regulations of the RCL but without direct affiliation with a specific Branch.
- Members will be encouraged to be part of a local Branch or may be a military member-at-large or member of Dominion Command Branch.
- The Special Section will also work to de-stigmatize the public perception of veterans with OSI.

Background (1/2):

- Operational Stress Injuries (including PTSD) are some of the least understood afflictions affecting Veterans.
- Left undiagnosed and/or misunderstood or because symptoms often appear after release/retirement, Veterans are often left to their devices to get the required medical care.
- In many cases, sufferers are unable to connect with the necessary diagnosticians and care providers because of the disconnects between Veterans Affairs Canada (VAC), provincial ministries of health, and local health systems.

Background (2/2):

- The precedent for Special Sections within the RCL already exists.
- Following the First World War at the formation of the Canadian Legion there were TV Special Section and the Imperial War Special Sections established.
- The OSI Special Section will bring focus to the sufferers through assistance, referrals, information and awareness.
- The OSI Special Section WILL NOT deliver health services.

Operating Principles:

- An integral part of the Royal Canadian Legion.
- Work with local, provincial and national Executives and Service Officers.
- Marshall/focus applicable mental health resources for access by Veterans and families.
- Reach out to Veterans and families suffering from OSI.
- Welcome sufferers to seek assistance and to share experiences.
- Promote research into treatment and prevention.
- Promote public awareness of OSI.

"Mind Map" (work in progress)



Membership and Governance:

- ◆ Veterans as defined by the Royal Canadian Legion and their families who are/have been affected by OSI.
- ✧ Members of the Special Section must be RCL members.
- ✧ Additional “nominal fee” may be charged (\$10-15).
- ◆ Executive as required by the by-laws of the RCL and modified to adapt to the uniqueness as a *Special Section*.
- ✧ Members of the Executive may also hold positions on the Executive elsewhere in the RCL.
- ✧ “Interim Executive” has been established to shepherd the initiative through the approval/standing up process.
- ✧ Elections when critical mass is achieved.

Founding Committee:

MGen (Ret) Glynne Hines CMM, CD - Co Chair

Sgt Craig Hood CD - Co Chair

LS (Ret) Christopher Richardson MStJ - Co Chair

- LCol (Ret) Nick Withers CD (MD)
- Maj (Ret) Dee Brasseur CM, CD (Pilot)
- CPO1 David Marshall CD (Physician Assistant)
- MCpl (Ret) Mike Blois, (Lawyer)
- LCdr (Ret) Reverend Stephen Merriman (Chaplain)
- Maj (Ret) Roger Smith, CD (Pilot)
- Cpl Joe Brown (Infantry)
- Sgt Jeff Gravel CD (Infantry)

Interim Executive **Provisional OSI Special Section:**

Office	Selected
Interim President	Glynne Hines
Interim First Vice President	Craig Hood
Interim Vice President	**RCMP**
Interim Vice President	Roger Smith
Interim Treasurer	TBC
Interim Membership Chairman	TBC
Interim Chairman	Christopher Richardson
Interim Vice Chairman	J-P Cardinal
Interim Service Officer	Nick Withers
Public Relations	Steven Dieter

Current Membership – OSI Section

(all Veterans – by invitation of Co-Chairs)

- ✓ Mike Blois
- ✓ Dee Brasseur
- ✓ Joe Brown
- ✓ Michael Detheridge
- ✓ Stephen Dieter
- ✓ Jeff Gravel
- ✓ Glynne Hines
- ✓ Craig Hood
- ✓ Duane Johnson
- ✓ David Marshall
- ✓ Stephen Merriman
- ✓ Mark MacGowan*
- ✓ Christopher Richardson
- ✓ Roger Smith
- ✓ Jag Soin*
- ✓ Nick Withers

Cross-Section of Veterans Current Membership – OSI Section:

- Serving and Retired
- Mounties and Canadian Armed Forces
- Regular and Reserve Force
- Men and Women
- Officers and NCMs
- Doctor, lawyer, engineer, pilots, chaplain, entrepreneurs, public figures.....
- Long-time Legion Members and newcomers
- Coast-to-Coast and USA

Way Ahead (1/2):

- ◆ DEC APPROVE the OSI Special Section and:
 - ✧ Commit Dominion Command staff resources (further) to support the OSI Section: (i.e. Administrative, Legal, Marketing/Public Relations, Training);
 - ✧ Support/Encourage OSI Section support within Provincial Commands.

- ◆ Motion for general membership approval at the Dominion Convention.

Way Ahead (2/2):

- ◆ Interim Executive will:
 - ✧ Draft constitution, by-laws etc with ongoing support of Dominion Command;
 - ✧ Provide information at Dominion Convention;
 - ✧ Run the Section, publicize and recruit members;
 - ✧ Conduct elections once a critical mass of members is achieved; and
 - ✧ Report progress to DEC quarterly.

Questions

DOMINION EXECUTIVE COUNCIL ITEM 6 16 -17 APRIL 2016

6. DOMINION TREASURER'S REPORT

I. OVERVIEW OF 2015 YEAR

Comrades, 2015 is well behind us, but there are some important changes which must be highlighted for the past year.

The 2015 Budget process was changed to make all budgeting a zero based approach, thereby assuring a continuous review of the bottom line. That, coupled with stellar results from the Supply Department, a large number of years of service buyback by members, and an adequate return on our investments, yielded The Royal Canadian Legion just short of an \$800,000.00 surplus. That money has been placed in the reserves and invested accordingly.

This was a watershed year that took us from a previously projected deficit of over \$1 million dollars to a surplus position.

II. ANALYSIS

To achieve this result, no cost of living increase was given to staff in 2015, their pension benefits were cut by 20% and staff contributions to the pension fund are increasing by 50%. To recoup the unfunded portions of Dominion Command operating costs, a full funding basis was approved for recoveries related for Poppy Fund related operations. Funding of spouse related costs were eliminated. Additional cuts were made to all travel budgets.

In 2015, the Supply Department had a very successful year and achieved an additional \$516,000 in surplus. Sales of the new Aboriginal and 90th anniversary pins produced big numbers for the Department and for the Legion. The resolution passed at the 2014 Convention that allowed members to buyback of an unlimited number of years flowed close to \$100,000 of additional funds into Per Capita Tax revenue.

During the course of 2015, our investments were moved to a larger cash position in an effort to protect our principle given the huge variations and downturns in the investment markets. I now view the 2016 market as having been stabilized somewhat and we are back into the marketplace with an expectation of better returns on our reserve funds.

The DEC approved draw down from our reserves to invest in the new Membership program has been made and we expect final numbers, subject to adjustments, to be tabled at DEC to complete the project. Comrades, it should be noted that the project has been a long time coming and we should all look forward to its implementation.

We have implemented a business approach to budget approvals. The 2016 budget was approved in November of 2015. This was a big change as budgetary approvals had taken

place usually in the February of the year of the budget, making changes to budgets highly unlikely. The new process lays out the budget for complete scrutiny prior to implementation and prior to expenditures taking place. I can report the 2016 marginal surplus of just over \$17,000 is on track with the first quarter results tracking us as being on budget.

Finally, the continued decline in membership is directly affecting our financial viability. With yearly losses averaging 12,000 to 14,000 members since 2004, we are quickly reaching a revenue crisis. We have addressed the expense side of the equation as almost a Million dollars in expenses have been cut. Comrades, there is a need to present the significance of this loss, but, at the same time, present the opportunity of tomorrow. The subject of a per capita increase can no longer simply be pushed aside. We are at a cross road, but, the question of viability and significance, has but one path.

III. FINANCIAL STATEMENTS

The Financial Statements are attached for information. I am now prepared to answer any questions you may have concerning these.

THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS

STATEMENT OF REVENUE AND EXPENSE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
REVENUE				
Per Capita Tax	6,006,792	5,944,705	5,777,000	5,560,000
Canvet				
- Agency Fee & Support	400,000	377,854	400,000	400,000
Investment Income	521,751	438,031	520,000	490,000
Service Bureau Revenue	699,000	679,000	679,000	742,000
Supply Department	1,841,813	2,475,575	1,800,000	2,000,000
Legion House				
- Tenants	72,438	82,920	82,920	82,920
- Internal	316,000	316,000	316,000	316,000
Miscellaneous				
- Master Card	64,137	61,713	60,000	60,000
- Other	76,247	68,838	65,000	90,000
Estate Bequest	80	-	-	-
TOTAL REVENUE	<u>9,998,257</u>	<u>10,444,636</u>	<u>9,699,920</u>	<u>9,740,920</u>
EXPENSE				
Legion Magazine Subscriptions	2,988,364	2,925,054	2,846,000	2,740,000
Administration	912,348	815,045	772,551	802,500
- IT Section	268,787	270,414	305,950	294,750
Marketing & Membership	835,160	856,460	791,000	770,900
Marketing, Advertising, Promotion	347,620	379,458	398,000	455,500
Finance	396,501	365,363	361,300	378,800
Service Bureau	756,759	749,116	754,400	825,300
Supply	1,599,630	1,632,540	1,472,494	1,600,700
Committees	1,078,558	719,468	1,016,825	912,925
Other Program expenses	120,185	174,135	203,100	144,800
Depreciation	119,483	108,018	100,000	115,000
Employer Pension Contribution	468,902	333,127	342,000	323,000
Legion House	350,570	333,644	336,300	359,100
TOTAL EXPENSE	<u>10,242,867</u>	<u>9,661,844</u>	<u>9,699,920</u>	<u>9,723,275</u>
NET INCOME (LOSS) FROM OPERATIONS	(244,610)	782,792	-	17,645
Per Capita Tax Reserve utilized	244,610	-	-	-
NET INCOME (LOSS)	<u>0</u>	<u>782,792</u>	<u>-</u>	<u>17,645</u>

STATEMENT A

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

ADMINISTRATION

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
EXPENSE				
Salaries	678,748	712,919	689,000	711,000
Retirement Allowance	7,743	15,133	12,600	12,900
Other Benefits	63,075	60,890	64,500	65,000
Temporary & Contract Staff	<u>13,992</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL PERSONNEL	<u>763,558</u>	<u>788,942</u>	<u>766,100</u>	<u>788,900</u>
Office Supplies	53,364	48,221	35,000	42,000
Telephone	14,536	15,885	8,000	13,000
Postage, Express	8,585	10,562	10,000	10,000
Printing, Stationery	9,340	8,155	8,000	8,000
Staff Travel	692	766	1,000	1,000
Insurance	19,912	18,877	20,400	20,400
Rent (CR to Building)	108,000	108,000	108,000	108,000
Staff Recruitment	7,622	3,780	2,000	2,000
Computer Network Support	3,000	3,000	3,000	3,000
Miscellaneous	6,403	4,513	5,000	5,000
Training	<u>2,336</u>	<u>7,293</u>	<u>9,000</u>	<u>7,000</u>
TOTAL EXPENSE	<u>997,348</u>	<u>1,017,994</u>	<u>975,500</u>	<u>1,008,300</u>
Less: charged to:				
Membership Section	30,000	30,000	30,000	30,000
Service Bureau	30,000	30,000	30,000	30,000
Poppy Fund	<u>25,000</u>	<u>142,949</u>	<u>142,949</u>	<u>145,800</u>
	<u>85,000</u>	<u>202,949</u>	<u>202,949</u>	<u>205,800</u>
NET EXPENSE	<u>912,348</u>	<u>815,045</u>	<u>772,551</u>	<u>802,500</u>

STATEMENT B

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

INFORMATION TECHNOLOGY SECTION (Administration Department)

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
EXPENSE				
Salaries	172,481	162,849	173,000	165,000
Retirement Allowance	1,971	3,435	3,200	3,000
Other Benefits	<u>15,675</u>	<u>16,265</u>	<u>19,000</u>	<u>18,000</u>
TOTAL PERSONNEL	<u>190,127</u>	<u>182,549</u>	<u>195,200</u>	<u>186,000</u>
Office Supplies	-	-	100	50
Telephone	3,804	5,291	1,750	4,500
Postage, Express	20	31	100	50
Printing, Stationery	14	38	100	50
Staff Travel	-	-	100	-
Rent (CR to Building)	10,000	10,000	10,000	10,000
Miscellaneous	35	180	100	100
Network & PC				
- Maintenance Contracts/Leases	63,736	67,299	70,300	73,000
- Programming & Support	6,224	16,253	20,000	25,000
- Supplies & Other	8,658	8,833	12,200	12,000
- Website & Internet connectivity & support	<u>10,171</u>	<u>3,940</u>	<u>20,000</u>	<u>8,000</u>
TOTAL EXPENSE	<u>292,789</u>	<u>294,414</u>	<u>329,950</u>	<u>318,750</u>
Less: charged to:				
Administration	3,000	3,000	3,000	3,000
Finance	3,000	3,000	3,000	3,000
Membership & Marketing	6,000	6,000	6,000	6,000
Service Bureau	3,000	3,000	3,000	3,000
Supply	6,000	6,000	6,000	6,000
Canvet	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>
	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>
NET EXPENSE	<u>268,789</u>	<u>270,414</u>	<u>305,950</u>	<u>294,750</u>

STATEMENT C

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
 GENERAL FUNDS**

MARKETING AND MEMBERSHIP

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
REVENUE				
Agency Fee	400,000	377,854	400,000	400,000
		-		
TOTAL REVENUE	<u>400,000</u>	<u>377,854</u>	<u>400,000</u>	<u>400,000</u>
EXPENSE				
Salaries	556,874	423,200	497,000	454,000
Retirement Allowance	6,236	9,410	9,000	7,900
Other Benefits	58,849	56,366	55,000	56,000
Temporary & Contract Staff	23,741	147,021	25,000	55,000
TOTAL PERSONNEL	<u>645,700</u>	<u>635,997</u>	<u>586,000</u>	<u>572,900</u>
Office Supplies	829	1,519	5,000	2,000
Telephone	9,024	8,882	8,000	9,000
Postage, Express	35,588	47,900	30,000	34,000
Printing, Stationery	2,415	6,261	4,000	4,000
Staff Travel	263	485	500	500
Rent (CR to Building)	64,000	64,000	64,000	64,000
Miscellaneous	2,591	4,210	3,500	3,500
Computer Network Support	6,000	6,000	6,000	6,000
Administrative Support	30,000	30,000	30,000	30,000
Membership cards, forms and paper	20,312	30,248	20,000	20,000
Membership Pack out	14,060	18,922	20,000	20,000
Legion Website & Internet	4,305	2,035	14,000	5,000
Website Upgrade	73	-	-	-
TOTAL EXPENSE	<u>835,160</u>	<u>856,460</u>	<u>791,000</u>	<u>770,900</u>
NET EXPENSE	<u>435,160</u>	<u>478,606</u>	<u>391,000</u>	<u>370,900</u>

STATEMENT D

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

MARKETING, ADVERTISING AND PROMOTION

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>	
<u>Media - Print</u>					
Canvet Ads	30,442	15,322	15,000	15,000	Membership
Esprit de Corps	-	565	-	-	Membership
RCMP Quarterly	6,328	7,289	3,500	3,500	Membership
Canadian Geographic	9,605	-	-	-	Membership
Ubiquitous	2,401	3,265	5,000	5,000	Membership
Legion Policy Positions	16,886	-	-	-	Membership
Advertising Other	3,425	67,510	45,000	55,000	Membership
<u>Media - Audio</u>					
Memorial Cup	5,650	6,780	6,000	7,000	Marketing
Blue Jays	-	-	-	-	Marketing
PSA's	5,650	7,565	5,000	5,000	Marketing
Audio - Other	202	-	-	-	Marketing
<u>Media - Video</u>					
PSA's	6,780	23,594	6,000	10,000	Marketing
Photography Services	-	-	-	5,000	Marketing
Video - Other	5,644	3,497	20,000	-	Marketing
<u>Media - Internet</u>					
Media Internet - Other	65,978	90,088	60,000	60,000	Membership
<u>Media - Public Relations & Events</u>					
Media Coverage & P.R. (T &F)	12,053	4,582	10,000	10,000	Marketing
Media Coverage & P.R. - Other	30,201	18,906	30,000	20,000	Marketing
<u>Programs and Campaigns</u>					
Free Membership for CF retirees	2,971	3,185	5,000	5,000	Membership
Non Renewal Mailers	52,888	54,318	60,000	60,000.00	Membership
Incentive Program for Renewals / Recruitments (1 X 1)	17,620	-	-	20,000	Membership
Early Bird Campaign	-	-	5,000	5,000	Membership
Branch Incentive Program	23,787	24,912	25,000	10,000	Membership
Public Direct Mall Campaign	-	-	-	45,000	Membership
Legion Rider Support	-	-	-	2,500	Membership
Marketing - Program	10,835	12,257	25,000	50,000	Marketing
Design Program	19,901	10,777	20,000	20,000	Marketing
Promotions and Donations	6,763	12,016	20,000	10,000	Marketing

STATEMENT D

THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS

MARKETING, ADVERTISING AND PROMOTION

	<u>2014</u> <u>ACTUAL</u>	<u>2015</u> <u>ACTUAL</u>	<u>2015</u> <u>BUDGET</u>	<u>2016</u> <u>BUDGET</u>	
<u>Other Printed Material</u>					
Flyers and Postcards	-	1,540	10,000	-	Marketing
We Care Poster	-	-	5,000	5,000	Marketing
Early Bird Poster	-	-	2,500	2,500	Marketing
The RCL & C.F. Brochure	-	-	5,000	5,000	Marketing
RCL Needs You Brochure	-	-	5,000	5,000	Marketing
Posters/Brochures	9,596	1,011	-	10,000	Marketing
RCL Welcomes You Brochure	-	8,563	5,000	5,000	Membership
Other	<u>2,014</u>	<u>1,918</u>	<u>-</u>	<u>-</u>	Membership
	<u>347,620</u>	<u>379,458</u>	<u>398,000</u>	<u>455,500</u>	

SUMMARY - BY BUDGET LINE ITEM

Media - Print	69,087	93,949	68,500	78,500
Media - Audio	11,502	14,345	11,000	12,000
Media - Video	12,424	27,091	26,000	15,000
Media - Internet	65,978	90,088	60,000	60,000
Media - Public Relations & Events	42,254	23,487	40,000	30,000
Programs and Campaigns	134,765	117,465	160,000	227,500
Other Printed Material	<u>11,610</u>	<u>13,031</u>	<u>32,500</u>	<u>32,500</u>
Total	<u>347,620</u>	<u>379,458</u>	<u>398,000</u>	<u>455,500</u>

SUMMARY - BY CATEGORY

Membership	234,345	276,934	228,500	291,000
Marketing	<u>113,275</u>	<u>102,524</u>	<u>169,500</u>	<u>164,500</u>
Total	<u>347,620</u>	<u>379,458</u>	<u>398,000</u>	<u>455,500</u>

STATEMENT E

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
 GENERAL FUNDS**

FINANCE DEPARTMENT

	<u>2014</u>	<u>2015</u>	<u>2015</u>	<u>2016</u>
	<u>ACTUAL</u>	<u>ACTUAL</u>	<u>BUDGET</u>	<u>BUDGET</u>
EXPENSE				
Salaries	374,618	376,634	371,000	384,000
Retirement Allowance	4,358	8,031	6,800	7,000
Other Benefits	<u>42,213</u>	<u>42,947</u>	<u>44,000</u>	<u>44,000</u>
TOTAL PERSONNEL	<u>421,189</u>	<u>427,612</u>	<u>421,800</u>	<u>435,000</u>
Office Supplies	1,219	810	2,000	2,000
Telephone	3,890	3,384	2,500	3,300
Postage, Express	3,679	2,602	5,000	5,000
Printing, Stationery	1,255	460	3,000	2,200
Staff Travel	140	169	500	300
Audit Fees	60,372	60,769	58,000	60,000
Rent (CR to Building)	29,000	29,000	29,000	29,000
Computer Network Support	3,000	3,000	3,000	3,000
Miscellaneous	<u>1,614</u>	<u>1,433</u>	<u>2,000</u>	<u>5,000</u>
TOTAL EXPENSE	<u>525,358</u>	<u>529,239</u>	<u>526,800</u>	<u>544,800</u>
Less: charged to:				
Supply	53,856	53,875	55,500	56,000
Canvet	<u>75,000</u>	<u>110,000</u>	<u>110,000</u>	<u>110,000</u>
	<u>128,856</u>	<u>163,875</u>	<u>165,500</u>	<u>166,000</u>
NET EXPENSE	<u>396,502</u>	<u>365,363</u>	<u>361,300</u>	<u>378,800</u>

STATEMENT F

THE ROYAL CANADIAN LEGION - DOMINION COMMAND
 GENERAL FUNDS

SERVICE BUREAU

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
REVENUE				
Poppy Fund Grant	<u>699,000</u>	<u>679,000</u>	<u>679,000</u>	<u>742,000</u>
EXPENSE				
Salaries	549,621	581,958	573,000	599,000
Retirement Allowance	6,145	12,441	10,400	10,900
Other Benefits	<u>58,637</u>	<u>58,525</u>	<u>60,000</u>	<u>61,000</u>
TOTAL PERSONNEL	614,403	652,925	643,400	670,900
Office Supplies Expense	2,744	3,778	7,000	4,000
Telephone	6,065	7,372	7,000	7,400
Postage	10,254	4,107	5,000	5,000
Staff Travel	3,585	2,515	4,500	4,500
VAC - Liaison	-	-	3,000	3,000
Rent (Cr to Building)	45,000	45,000	45,000	45,000
Service Officers Conference	40,678	-	-	48,000
Legion Cares Program	-	-	-	-
Advocacy and Representation	-	-	5,000	3,000
Administrative Support	30,000	30,000	30,000	30,000
Computer Network Support	3,000	3,000	3,000	3,000
Miscellaneous	<u>1,033</u>	<u>420</u>	<u>1,500</u>	<u>1,500</u>
TOTAL EXPENSE	<u>756,762</u>	<u>749,116</u>	<u>754,400</u>	<u>825,300</u>

STATEMENT G

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

SUPPLY DEPARTMENT

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
REVENUE				
Sales of Supplies	1,841,813	2,475,575	1,800,000	2,000,000
Less Cost of Goods	<u>795,885</u>	<u>985,328</u>	<u>792,000</u>	<u>900,000</u>
GROSS MARGIN	1,045,928	1,490,246	1,008,000	1,100,000
Provincial Commands @ 5.0% of Gross Margin	21,079	74,605	50,400	55,000
EXPENSE				
Salaries	490,430	460,469	452,000	462,000
Retirement Allowance	5,964	9,810	8,200	8,400
Other Benefits	64,451	59,468	62,000	62,000
Temporary & Contract Staff	<u>23,858</u>	<u>33,570</u>	<u>40,000</u>	<u>40,000</u>
TOTAL PERSONNEL	584,703	563,316	562,200	572,400
Telephone	6,988	8,765	9,000	10,000
Postage, Express	30,392	40,599	65,000	65,000
Printing, Stationery	2,470	4,137	6,000	6,000
Staff Travel	3,685	3,607	5,000	5,000
Insurance	1,697	1,475	1,500	1,500
Rent (CR to Building)	60,000	60,000	60,000	60,000
Web Store - T1 connection line	12,600	4,427	12,600	12,600
Advertising/Catalogue Distribution	56,240	55,678	80,000	80,000
Wrapping Material	20,768	26,034	20,000	30,000
Finance/Administration Support	53,856	53,875	55,500	56,000
Office Supplies	816	622	3,000	2,000
Bad Debts	1,800	1,200	2,000	2,000
Computer Network Support	6,000	6,000	6,000	6,000
Miscellaneous	<u>2,364</u>	<u>1,576</u>	<u>1,000</u>	<u>1,000</u>
EXPENSE TOTAL	865,458	905,917	939,200	964,500
Less: Poppy Fund Chargeback	<u>(80,000)</u>	<u>(258,706)</u>	<u>(258,706)</u>	<u>(263,800)</u>
NET EXPENSE	<u>785,458</u>	<u>647,211</u>	<u>680,494</u>	<u>700,700</u>
GAIN OR (LOSS)	260,470	843,035	327,506	399,300
PROVINCIAL COMMAND SHARE @ 25%	<u>(18,287)</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>242,183</u>	<u>843,035</u>	<u>327,506</u>	<u>399,300</u>

STATEMENT H

THE ROYAL CANADIAN LEGION - DOMINION COMMAND
 GENERAL FUNDS

OTHER PROGRAM EXPENSES

	<u>2014</u> <u>ACTUAL</u>	<u>2015</u> <u>ACTUAL</u>	<u>2015</u> <u>BUDGET</u>	<u>2016</u> <u>BUDGET</u>
MISCELLANEOUS EXPENSE				
RCEL - Conference	15,000	15,000	15,000	5,000
- SCOWP	<u>708</u>	<u>1,466</u>	<u>2,000</u>	<u>2,000</u>
RCEL TOTAL	15,708	16,466	17,000	7,000
Request for Support	5,000	20,000	20,000	15,000
Annual General Meeting	-	4,010	5,000	-
Dominion Bursaries	16,000	-	-	-
Historica (EWC)	33	-	500	200
Legal & Other	24,312	70,663	45,000	45,000
Charitable Foundation Start Up	-	13,088	50,000	25,000
MBP Ads	32,280	32,330	33,000	20,000
Translation (note)	<u>26,854</u>	<u>17,578</u>	<u>32,600</u>	<u>32,600</u>
TOTAL EXPENSE	<u>120,187</u>	<u>174,135</u>	<u>203,100</u>	<u>144,800</u>

Note: Translation

This amount reflects the cost of translation services only. It does not include the extra printing and paper costs for the minutes of meetings, manuals, publications or Convention documents. These costs are distributed throughout the departmental expenses under "office supplies and printing and stationary". Some costs are recovered for the resale items.

STATEMENT I

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

LEGION HOUSE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
REVENUE				
Rent Tenants	72,438	82,920	82,920	82,920
Rent Charge to Depts. Administration	108,000	108,000	108,000	108,000
Marketing & Membership	64,000	64,000	64,000	64,000
Service Bureau	45,000	45,000	45,000	45,000
Supply Dept	60,000	60,000	60,000	60,000
Finance	29,000	29,000	29,000	29,000
IT Section	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>
TOTAL REVENUE	<u>388,438</u>	<u>398,920</u>	<u>398,920</u>	<u>398,920</u>
EXPENSE				
Salaries	25,733	26,023	25,900	26,800
Retirement Allowance	297	553	500	500
Other Benefits	<u>4,629</u>	<u>4,556</u>	<u>4,100</u>	<u>4,100</u>
TOTAL PERSONNEL	30,659	31,132	30,500	31,400
Elevator Maintenance	5,850	6,542	7,000	7,000
A/C, Electrical, Plumbing	48,073	12,628	32,000	32,000
Interior & Exterior	68,324	76,877	65,000	80,000
Cleaning Contract & Supplies	48,035	48,670	52,000	52,000
Fuel	10,729	10,881	11,200	12,400
Light & Power	52,316	59,418	50,000	54,000
Water and Sewage	1,425	1,575	2,000	2,000
Taxes	50,345	51,735	51,500	53,200
Insurance	4,814	4,185	5,100	5,100
Reserve Fund	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>
TOTAL EXPENSES	<u>350,570</u>	<u>333,644</u>	<u>336,300</u>	<u>359,100</u>
GAIN OR LOSS	<u>37,868</u>	<u>65,276</u>	<u>62,620</u>	<u>39,820</u>

**THE ROYAL CANADIAN LEGION - DOMINION COMMAND
GENERAL FUNDS**

COMMITTEES & ELECTED OFFICERS EXPENSE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
COMMITTEES				
1 Veterans, Service and Seniors	32,657	18,472	33,000	32,500
2 Poppy & Remembrance	52,976	21,999	26,650	25,250
3 Membership	10,084	12,642	22,750	12,750
4 Outreach	30,668	27,585	33,500	24,000
5 RCEL	34,067	18,793	21,475	675
6 Sports	415,004	187,913	346,100	312,200
7 Ritual & Awards	5,679	3,378	4,700	2,000
8 Constitution & Laws	2,414	1,046	800	800
9 Defence & Security	51,419	82,760	75,200	93,200
10 Veterans Consultation	5,758	3,944	5,350	5,350
11 Focus on the Future	-	7,051	7,150	7,150
12 Leadership Development	24	102	300	200
COMMITTEE TOTAL	640,750	385,682	576,975	516,075
13 Elected Officers	86,983	60,746	148,550	100,050
14 DEC/Senior Elected Officers	81,409	58,346	76,350	75,600
15 Dominion Convention	269,415	214,693	214,950	221,200
SUB-TOTAL	<u>437,808</u>	<u>333,785</u>	<u>439,850</u>	<u>396,850</u>
TOTAL EXPENSE	<u>1,078,558</u>	<u>719,468</u>	<u>1,016,825</u>	<u>912,925</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

VETERANS, SERVICE AND SENIORS

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>COMMITTEE</u>				
Travel	5,438	2,712	7,500	7,500
Per Diem	5,974	2,319	6,000	6,000
Seniors Support Guide	5,130	-	-	-
CIMVHR Forum	3,072	7,186	10,000	10,000
Printing, Stationery	1,567	547	500	500
Telephone & Fax	219	215	600	600
Postage	37	59	400	400
Business Transformation Initiatives	3,082	-	1,500	1,500
Homeless Veterans Summit	7,899	3,811	5,000	5,000
Miscellaneous	238	1,623	1,500	1,000
<u>Publications</u>				
- Write off old stock	-	-	-	-
- Distribution of new stock	-	-	-	-
TOTAL	<u>32,657</u>	<u>18,472</u>	<u>33,000</u>	<u>32,500</u>

THE ROYAL CANADIAN LEGION, DOMINION COMMAND
POPPY & REMEMBRANCE COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>COMMITTEE</u>				
Travel	5,145	1,921	7,050	7,000
Per Diem	4,298	1,982	2,350	2,000
Postage & Office	1,782	2,098	2,000	1,000
Telephone and Fax	72	328	500	1,000
Teachers Guide Update	-	-	1,000	-
<u>Publications</u>				
- Write off old stock	1,397	-	1,000	-
- Distribution of new stock	-	-	-	-
Miscellaneous	891	123	500	500
TOTAL	<u>13,583</u>	<u>6,451</u>	<u>14,400</u>	<u>11,500</u>
<u>EUROPE ZONE</u>				
Grant	-	-	-	1,500
Europe - Wreaths	1,365	-	-	-
	<u>1,365</u>	<u>-</u>	<u>-</u>	<u>1,500</u>
<u>NATIONAL CEREMONIES</u>				
Travel	5,771	5,835	4,500	4,500
Per Diem	8,101	3,280	4,500	4,500
Printing, Stationery	14	677	500	500
Telephone, Postage	454	637	500	500
Colour Party Activities				
Summer & Fall	419	38	250	250
Meeting, Planning	117	74	200	200
Remembrance Reception	4,728	-	-	-
St. John's Ambulance	300	300	300	300
Silver Cross Mother	3,571	-	-	-
Miscellaneous	4,197	4,707	1,500	1,500
TOTAL	<u>27,672</u>	<u>15,547</u>	<u>12,250</u>	<u>12,250</u>
<u>PILGRIMAGE</u>				
Poppy Grant	(25,000)	(17,023)	(33,750)	(33,750)
Expenses	35,355	17,023	33,750	33,750
TOTAL	<u>10,355</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL	<u>52,976</u>	<u>21,999</u>	<u>26,650</u>	<u>25,250</u>

THE ROYAL CANADIAN LEGION, DOMINION COMMAND
 POPPY & REMEMBRANCE COMMITTEE

	<u>2014</u> <u>ACTUAL</u>	<u>2015</u> <u>ACTUAL</u>	<u>2015</u> <u>BUDGET</u>	<u>2016</u> <u>BUDGET</u>
<u>NATIONAL REMEMBRANCE CEREMONY ASSOCIATED EXPENSES</u> <i>(Poppy Fund)</i>				
Europe - Wreaths	-	642	1,000	1,000
Remembrance Reception	-	5,586	4,500	4,500
Silver Cross Mother	-	7,599	5,000	5,000
Cadet of the Year	11,080	5,721	10,000	10,000
National Literary/Poppy Contest				
Travel	3,699	6,125	5,000	5,000
Per Diem	4,710	4,939	5,000	5,000
Bursaries/Gifts	12,722	12,527	10,875	10,875
Total - Poppy Fund	<u>32,211</u>	<u>43,139</u>	<u>41,375</u>	<u>41,375</u>
Total - General Fund	<u>27,672</u>	<u>15,547</u>	<u>12,250</u>	<u>12,250</u>
Total - National Remembrance Ceremony	<u>59,883</u>	<u>58,686</u>	<u>53,625</u>	<u>53,625</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

MEMBERSHIP COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>COMMITTEE</u>				
Travel	2,272	917	3,500	2,500
Per Diem	2,784	1,360	3,500	3,500
Printing and Office	1,478	1,857	500	750
Postage	-	254	250	-
<u>Publications</u>				
- Write off old stock	-	-	-	-
- Distribution of new stock	54	-	-	-
Telephone & Fax	89	-	500	500
Miscellaneous	267	138	2,500	500
	<u>6,944</u>	<u>4,526</u>	<u>10,750</u>	<u>7,750</u>
<u>PRINTING & STATIONERY</u>				
Membership Forms	3,140	8,116	8,500	5,000
Early Bird Certificate	-	-	500	-
Early Bird Stickers	-	-	3,000	-
	<u>3,140</u>	<u>8,116</u>	<u>12,000</u>	<u>5,000</u>
TOTAL	<u>10,084</u>	<u>12,642</u>	<u>22,750</u>	<u>12,750</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

OUTREACH

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>COMMITTEE</u>				
Travel	4,579	999	3,750	-
Per Diem	4,235	1,360	3,750	-
Printing, Stationery	244	475	500	-
Telephone & Fax	601	1,247	500	500
Postage	102	39	-	-
Miscellaneous	130	112	-	-
SUB-TOTAL	<u>9,891</u>	<u>4,232</u>	<u>8,500</u>	<u>500</u>
 <u>PR SECTION</u>				
<u>External</u>				
Media Monitoring	1,087	-	-	-
Media Distribution	11,652	19,711	20,000	23,000
 <u>Training/Liaison</u>				
- Per Diem	5,044	1,843	2,500	-
- Travel	2,996	1,799	2,500	500
SUB-TOTAL	<u>20,778</u>	<u>23,353</u>	<u>25,000</u>	<u>23,500</u>
 GRAND TOTAL	 <u>30,668</u>	 <u>27,585</u>	 <u>33,500</u>	 <u>24,000</u>

THE ROYAL CANADIAN LEGION
 DOMINION COMMAND

RCEL COMMITTEE

	<u>2014</u> <u>ACTUAL</u>	<u>2015</u> <u>ACTUAL</u>	<u>2015</u> <u>BUDGET</u>	<u>2016</u> <u>BUDGET</u>
<u>Meetings:</u>				
<u>Committee</u>				
-Per Diem	870	675	675	675
 <u>RCEL - Hong Kong</u>				
Travel	-	12,534	18,000	-
Per Diem	-	<u>5,583</u>	<u>2,800</u>	-
	<u>870</u>	<u>18,793</u>	<u>21,475</u>	<u>675</u>
 <u>Caribbean Legion Liaison:</u>				
Travel	16,413	-	-	-
Per Diem	16,361	-	-	-
Postage, Printing	171	-	-	-
Miscellaneous	<u>254</u>	-	-	-
	<u>33,198</u>	-	-	-
 TOTAL	 <u>34,068</u>	 <u>18,793</u>	 <u>21,475</u>	 <u>675</u>

6 A

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND
SPORTS COMMITTEE**

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>COMMITTEE</u>				
Travel	4,900	4,325	3,750	3,750
Per Diem	6,088	3,464	3,750	3,750
T & F LAC Ste. Therese - 2015	6,110	4,025	6,000	-
Ste. Therese - 2016	-	-	-	6,000
Langley- 2013/2014	6,934	-	-	-
Brandon 2017/18	-	-	-	5,000
Printing, Stationery	1,153	630	1,000	1,000
Telephone & Fax	11	53	200	200
Postage	372	137	300	300
Write Off Old Publications	-	-	-	-
Purchase and distr. of new stock	-	-	-	-
Miscellaneous	739	271	1,000	1,000
TOTAL COMMITTEE	<u>26,306</u>	<u>12,906</u>	<u>16,000</u>	<u>21,000</u>
<u>CURLING</u>				
	<i>Dauphin MB</i>	<i>Birch Hills SK</i>	<i>Birch Hills SK</i>	
Travel Participants	12,434	10,269	20,000	-
Committee	2,525	2,309	4,000	-
Awards & Prizes	1,396	961	1,300	-
Entertainment	300	-	-	-
Ground Transportation	1,500	1,500	1,500	-
Advance to Host Branch	2,000	2,000	2,000	-
TOTAL REGULAR CURLING	<u>20,154</u>	<u>17,039</u>	<u>28,800</u>	<u>-</u>
<u>DARTS</u>				
	<i>Orleans ON</i>	<i>Surrey BC</i>	<i>Surrey BC</i>	<i>Charlottetown PE</i>
Sponsorship (recovery)	(25,000)	(25,000)	(25,000)	-
Travel Participants	23,885	16,915	28,000	28,000
Travel Committee	2,166	1,361	2,600	1,500
Awards & Prizes-participants	1,488	1,950	1,300	1,300
Awards & Prizes-Branches	5,000	-	200	-
Awards & Prizes-Branch Raffle	10,000	-	-	-
Entertainment	43	-	-	-
Advance to Host Branch	800	800	-	800
Ground Transportation	1,500	1,500	1,500	1,500
TOTAL DARTS	<u>19,883</u>	<u>(2,474)</u>	<u>8,600</u>	<u>33,100</u>

6 B

SPORTS COMMITTEE - PAGE 2

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
<u>CRIBBAGE</u>				
	North Bay ON	Spruce Grove AB	Spruce Grove AB	Saint John NB
Travel Participants	33,963	28,178	28,000	28,000
Committee	1,227	969	2,500	1,500
Awards & Prizes	1,463	1,404	1,300	1,300
Advance to Host Branch	800	800	800	800
Entertainment	200	-	-	-
Ground Transportation	<u>1,500</u>	<u>1,500</u>	<u>1,500</u>	<u>1,500</u>
TOTAL CRIBBAGE	<u>39,153</u>	<u>32,851</u>	<u>34,100</u>	<u>33,100</u>
	<i>Tecumseh</i> ON	<i>Calgary</i> AB	<i>Calgary</i> AB	
<u>EIGHT BALL</u>				
Travel Participants	25,823	18,393	28,000	-
Committee	1,118	1,362	2,500	-
Awards & Prizes	2,130	1,240	1,300	-
Advance to Host Branch	800	800	800	-
Entertainment	200	-	-	-
Ground Transportation	<u>1,500</u>	<u>1,500</u>	<u>1,500</u>	<u>-</u>
TOTAL EIGHT BALL	<u>31,570</u>	<u>23,295</u>	<u>34,100</u>	<u>-</u>
TOTAL MEMBERS SPORTS	<u>110,760</u>	<u>70,711</u>	<u>105,600</u>	<u>66,200</u>
TOTAL T & F	<u>277,938</u>	<u>104,295</u>	<u>224,500</u>	<u>225,000</u>
TOTAL SPORTS & COMMITTEE	<u>415,004</u>	<u>187,913</u>	<u>346,100</u>	<u>312,200</u>

6 C

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND**

NATIONAL TRACK AND FIELD CHAMPIONSHIP

	2014 <u>ACTUAL</u>	2015 <u>ACTUAL</u>	2015 <u>BUDGET</u>	2016 <u>BUDGET</u>
	Langley BC	Ste. Therese QC	Ste. Therese QC	Ste. Therese QC
Transportation	238,246	158,897	180,000	180,000
Accommodations, Meals	170,683	133,307	153,600	153,600
Committee - Travel	11,386	4,905	7,650	7,650
Committee - Per Diem	9,360	6,345	13,350	13,350
Local Committee	-	-	1,000	1,000
Kits / Supplies / Medals	3,040	22,584	5,000	5,000
Buses	-	4,185	10,200	10,200
Honoraria	3,000	2,950	3,000	3,000
Reception	2,500	122	1,000	1,500
Medical	-	-	200	200
Athletic Facilities	-	-	500	500
Equipment / Mtg Rooms	-	4,343	500	500
Clinicians	-	-	500	500
Officials	-	490	2,000	2,000
Freight & Express	-	-	2,000	2,000
Miscellaneous	378	1,523	1,000	1,000
TOTAL EXPENSE	438,593	339,652	381,500	382,000
Less Prov Cmd Portion	<u>(96,223)</u>	<u>(125,742)</u>	<u>(100,000)</u>	<u>(100,000)</u>
SUB TOTAL	342,370	213,910	281,500	282,000
RECOVERIES				
Registration - Non Legion Athletes	<u>(18,432)</u>	<u>(46,615)</u>	<u>(12,000)</u>	<u>(12,000)</u>
Sponsorships	<u>(46,000)</u>	<u>(51,000)</u>	<u>(45,000)</u>	<u>(45,000)</u>
Grant - VAC	-	<u>(12,000)</u>	-	-
Total Recoveries	<u>(64,432)</u>	<u>(109,615)</u>	<u>(57,000)</u>	<u>(57,000)</u>
NET EXPENSE	<u>277,938</u>	<u>104,295</u>	<u>224,500</u>	<u>225,000</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

RITUAL & AWARDS COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2106 BUDGET</u>
Travel	1,911	1,700	1,650	700
Per Diem	3,053	1,440	2,550	1,000
Printing, Stationery	548	57	200	100
Telephone & Fax	-	152	100	100
Postage	117	29	200	100
<u>Publications</u>				
- Write off old stock	-	-	-	-
- Distribution of new stock	<u>50</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL	<u>5,679</u>	<u>3,378</u>	<u>4,700</u>	<u>2,000</u>

THE ROYAL CANADIAN LEGION
 DOMINION COMMAND

CONSTITUTION & LAWS COMMITTEE

	<u>2014</u> <u>ACTUAL</u>	<u>2015</u> <u>ACTUAL</u>	<u>2015</u> <u>BUDGET</u>	<u>2016</u> <u>BUDGET</u>
Travel	197	-	150	150
Per Diem	277	-	350	350
Printing, Stationery	251	343	100	100
Telephone & Fax	26	77	100	100
Postage	211	202	100	100
Miscellaneous	114	-	-	-
<u>Publications</u>				
- Write off old stock	-	423	-	-
- Distribution of new stock	<u>1,338</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL	<u>2,414</u>	<u>1,046</u>	<u>800</u>	<u>800</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

DEFENCE & SECURITY COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2061 BUDGET</u>
Travel	3,976	829	4,600	4,600
Per Diem	4,307	1,046	4,600	4,600
Printing, Postage, Telephone & Fax	272	497	-	-
Miscellaneous	163	67	200	200
Annual Vimy Award & AGM Conference of Defence Association Fee& CIC Fee	3,700	4,100	5,650	5,650
Legion Connect	2,075	2,113	2,150	2,150
Comradeship Awards	1,074	31,584	15,000	15,000
	333	3,590	3,000	3,000
 <u>CF Sponsorships</u>				
- Operation Santa Claus	15,001	15,746	16,000	25,000
- Operation Canada Day	8,519	15,189	16,000	25,000
- Nijmegen	<u>12,000</u>	<u>8,000</u>	<u>8,000</u>	<u>8,000</u>
 TOTAL EXPENSE	 <u>51,419</u>	 <u>82,760</u>	 <u>75,200</u>	 <u>93,200</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

VETERANS CONSULTATION

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
Travel	2,968	2,205	2,600	2,600
Per Diem	2,790	1,693	2,600	2,600
Printing & Office	-	-	50	50
Telephone	-	-	50	50
Postage	-	-	-	-
Miscellaneous	-	46	50	50
TOTAL	<u>5,758</u>	<u>3,944</u>	<u>5,350</u>	<u>5,350</u>

**THE ROYAL CANADIAN LEGION
 DOMINION COMMAND**

FOCUS ON FUTURE COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
Travel	-	2,983	3,500	3,500
Per Diem	-	4,068	3,500	3,500
Printing	-	-	50	50
Postage	-	-	50	50
Telephone & Fax	-	-	50	50
Miscellaneous	-	-	-	-
TOTAL	<u>-</u>	<u>7,051</u>	<u>7,150</u>	<u>7,150</u>

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND**

LEADERSHIP DEVELOPMENT COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
Travel	-	-	-	-
Per Diem	-	-	-	-
Printing & Office	-	-	100	-
Postage	-	-	-	-
Telephone & Fax	24	102	200	200
Miscellaneous	-	-	-	-
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
TOTAL	<u> 24</u>	<u> 102</u>	<u> 300</u>	<u> 200</u>

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND**

ELECTED OFFICERS & DOMINION PRESIDENT

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
ELECTED OFFICERS:				
Travel	11,362	3,710	14,000	10,000
Per Diem	9,945	2,985	6,000	4,000
Telephone & Fax	-	-	50	50
Miscellaneous	<u>5,929</u>	<u>350</u>	<u>1,000</u>	<u>1,000</u>
SUB-TOTAL	<u>27,235</u>	<u>7,045</u>	<u>21,050</u>	<u>15,050</u>
DOMINION PRESIDENT:				
Travel	25,564	9,671	51,000	48,500
Per Diem	21,753	11,553	27,000	24,500
Hospitality	5,225	4,006	5,000	5,000
Telephone & Postage	2,519	2,977	2,500	2,500
Miscellaneous	<u>4,687</u>	<u>1,554</u>	<u>4,500</u>	<u>4,500</u>
SUB-TOTAL	<u>59,748</u>	<u>29,761</u>	<u>90,000</u>	<u>85,000</u>
PROVINCIAL CONVENTIONS:				
Video from the President	-	3,648	5,000	-
Travel	-	9,811	20,000	-
Per Diem	-	10,482	12,500	-
Hospitality	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
SUB-TOTAL	<u>-</u>	<u>23,941</u>	<u>37,500</u>	<u>-</u>
TOTAL	<u>86,983</u>	<u>60,746</u>	<u>148,550</u>	<u>100,050</u>

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND**

DOMINION EXECUTIVE COUNCIL

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
D.E.C. MEETINGS:				
Travel	32,429	24,205	32,000	32,000
Per Diem	38,015	27,151	35,000	35,000
Reception/Dinner	2,537	-	-	-
Printing	767	3	250	200
Telephone, Fax & Postage	110	10	100	100
Miscellaneous	<u>3,209</u>	<u>2,862</u>	<u>2,000</u>	<u>1,500</u>
SUB-TOTAL D.E.C. MEETINGS	77,067	54,231	69,350	68,800
SENIOR ELECTED OFFICERS MEETINGS:				
Travel	5,161	5,997	5,400	5,400
Per Diem	5,177	4,093	7,100	7,100
Telephone, Fax & Postage	4	25	100	100
Printing	-	-	100	100
Miscellaneous	<u>-</u>	<u>-</u>	<u>300</u>	<u>100</u>
	10,342	10,115	13,000	12,800
LESS:				
Canvet Board and Shareholders Meetings	<u>(6,000)</u>	<u>(6,000)</u>	<u>(6,000)</u>	<u>(6,000)</u>
TOTAL	<u>81,409</u>	<u>58,346</u>	<u>76,350</u>	<u>75,600</u>

THE ROYAL CANADIAN LEGION
DOMINION COMMAND

DOMINION CONVENTION

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
DEC				
Travel	28,072	-	-	25,000
Per Diem	67,194	-	-	52,000
Staff				
Travel	22,127	-	-	20,000
Per Diem	50,827	-	-	52,000
Past President				
Travel	8,319	-	-	5,000
Per Diem	13,115	-	-	9,500
DC Zone Commanders				
Travel	6,645	-	-	6,000
Per Diem	6,825	-	-	6,000
VIP - (Floris)	-	-	-	-
Other				
Travel	3,926	-	-	3,000
Per Diem	9,468	-	-	5,000
Entertainment	5,223	-	-	-
Credentials	6,008	-	-	6,000
Printing & Design				
Convention Reports	15,764	-	-	16,000
Other	9,344	-	-	9,000
Translation & Interpretation	5,150	-	-	6,000
Postage	13,807	-	-	15,000
Freight	14,408	-	-	15,000
Social Activities				
President Reception	13,660	-	-	10,000
Other	1,009	-	-	-
Convention Centre	16,210	-	-	80,000
Convention Operation	239,921	-	-	150,000
Transportation	-	-	-	1,000
Ceremonies	559	-	-	3,000
Local Arrangements Committee	1,767	-	-	500
Supply	2	-	-	-
	<u>559,351</u>	<u>-</u>	<u>-</u>	<u>495,000</u>
Revenue	<u>62,015</u>	<u>-</u>	<u>-</u>	<u>90,000</u>
SUB-TOTAL	497,336	-	-	405,000
Provision	(250,000)	200,000	200,000	(200,000)
TOTAL	247,336	200,000	200,000	205,000
<u>COMMITTEE (FROM 15A)</u>	<u>22,079</u>	<u>14,693</u>	<u>14,950</u>	<u>16,200</u>
TOTAL CONVENTION AND COMMITTEE	<u>269,415</u>	<u>214,693</u>	<u>214,950</u>	<u>221,200</u>

15A

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND**

CONVENTION COMMITTEE

	<u>2014 ACTUAL</u>	<u>2015 ACTUAL</u>	<u>2015 BUDGET</u>	<u>2016 BUDGET</u>
Travel	10,277	4,440	7,500	7,500
Per Diem	9,588	3,859	6,750	8,000
Printing, Stationery	1,021	4,605	100	100
Telephone & Fax	1	-	-	-
Postage	163	8	100	100
Miscellaneous	<u>1,029</u>	<u>1,782</u>	<u>500</u>	<u>500</u>
TOTAL	<u>22,079</u>	<u>14,693</u>	<u>14,950</u>	<u>16,200</u>

The Royal Canadian Legion The Opportunity of Tomorrow

*Presentation by Dominion Treasurer
Mark Barham*



**When we came to
you in 2014, here
was our trend**

THE ROYAL CANADIAN DOMINION COMMAND – GENERAL LEGIION FUND

2007 ACTUAL 127,790	2008 ACTUAL 389,086	2009 ACTUAL 395,050	2010 ACTUAL 370,105
2011 ACTUAL 10,334	2012 ACTUAL -413,147	2013 ACTUAL -542,752	2014 ACTUAL -244,610

At convention, the
membership directed
Dominion to get its
house in order

In the six months
following convention,
almost **\$1 Million** dollars
in expenses were **cut**

In **2015** Dominion ran
almost an
\$800,000 surplus

**In 2016, revenues
and expenses are
balanced**

**We've done more
with less**

Purchasing Power of \$1.00

\$1.00

\$0.90

\$0.80

2007

08

09

10

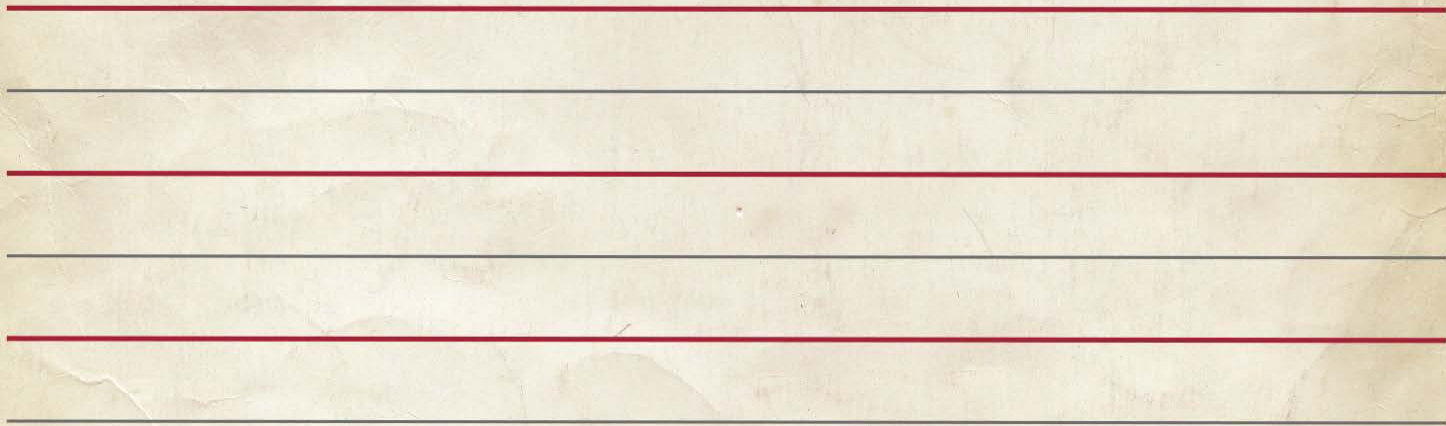
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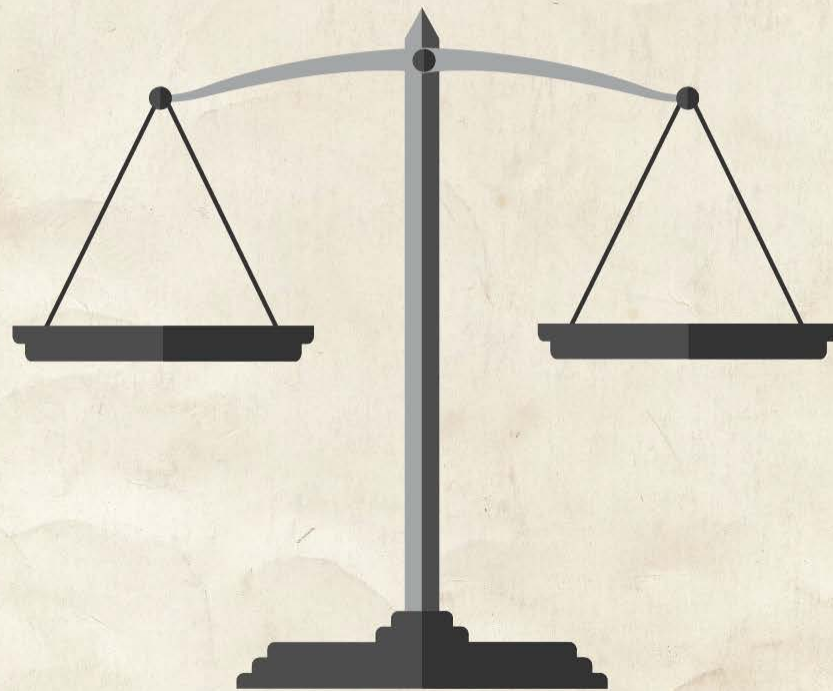
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2015





2005

06

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2015

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-5,000

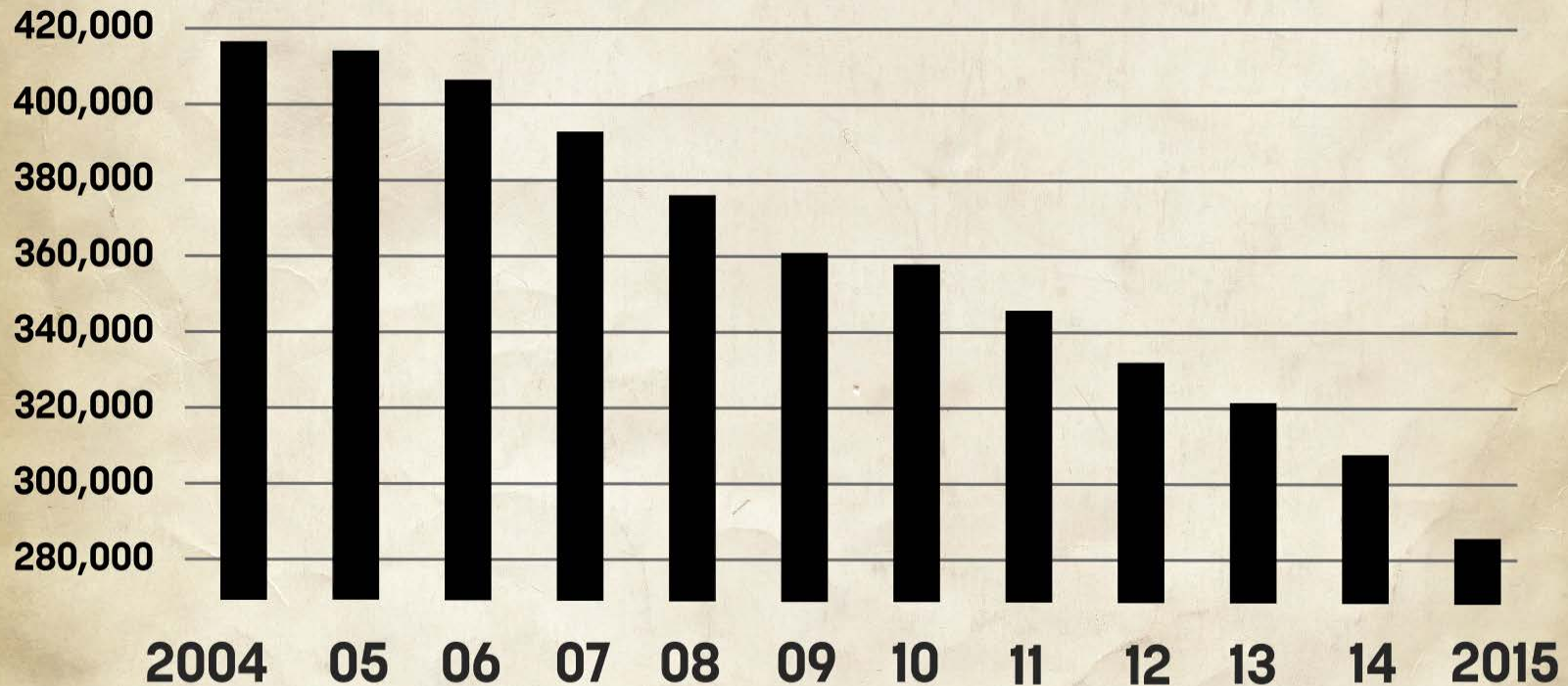
-10,000

-15,000

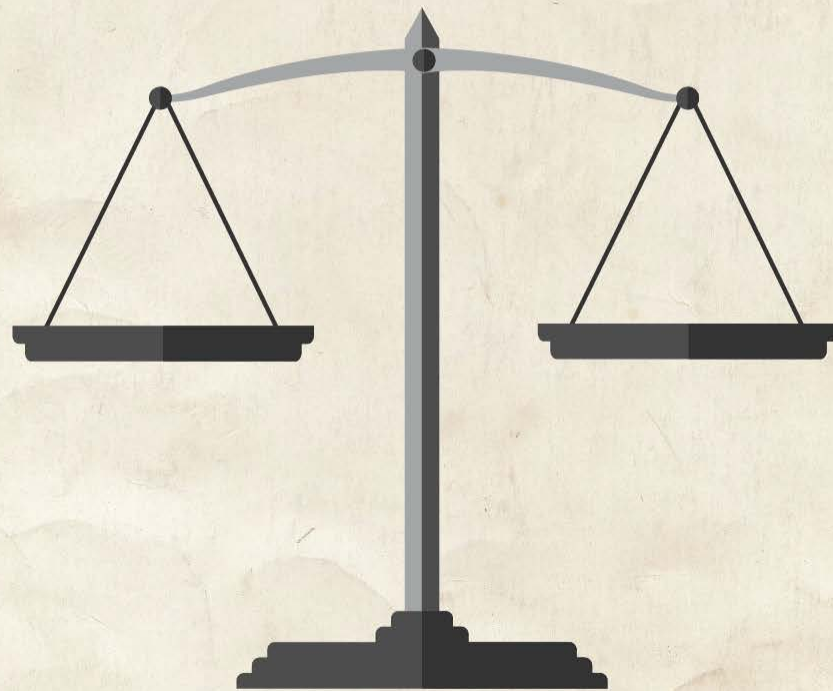
-134,837 MEMBERSHIP LOSSES

DECLINE FROM BASE YEAR

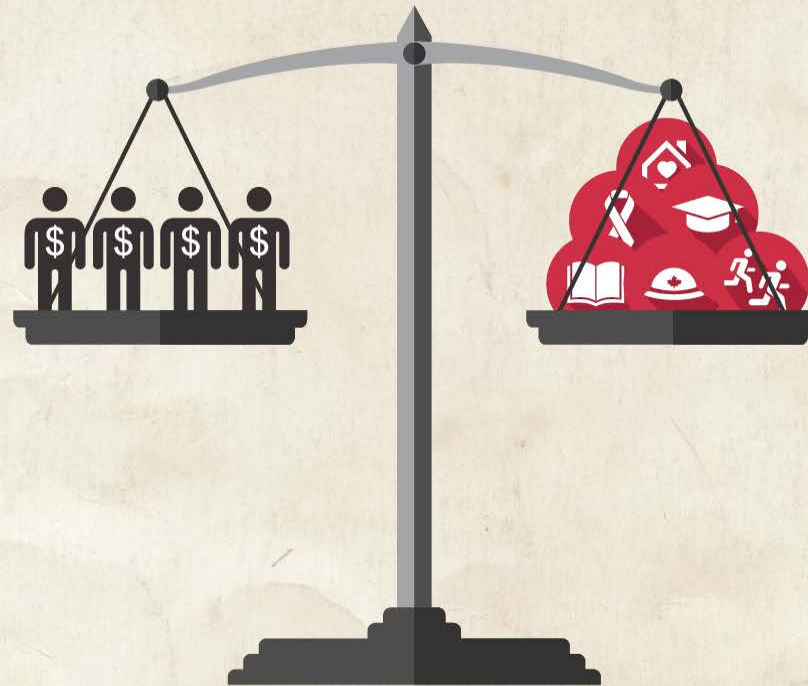
416,071



Age Demographics



What happens with diminishing membership



**This directly affects
our ability to balance
the scales**

We have a choice

Fix revenue **or cut programs**

Cutting programs has two risks

1. It renders the organization ineffective
2. It is a short term fix



Projections Financial Model

2017-2022

2017 Budget	2018 Budget	2019 Budget	2020 Budget	2021 Budget	2022 Budget
-\$276,203	-\$427,270	-\$728,872	-\$934,148	-	-
				\$1,230,838	\$1,469,421

Cumulative operating loss 2017-2022

-\$5,066,752

**You can't cut
enough to
balance the
Legion scales**

**How are we going
to fix it?**

We only have one option

Who had a  today?

For less than a
small coffee per year

**WE CAN
BALANCE
THE LEGION
SCALES**



**We need a
per capita
increase of
\$1.00 per year
to balance the
Legion scales**



**Fully
reviewable
every two
years by
convention**





**Any organization
must be financially
viable to be
relevant**

**“It’s no use saying
‘We are doing our best’
You have got to succeed in
doing what is necessary”**

-Sir Winston Churchill



**REPORT OF THE DOMINION COMMAND
VETERANS, SERVICES AND SENIORS COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

65-1

T. Eagles	-	Chair
D. Flannigan	-	Vice- Chair
C. Strong	-	Member
B. Julian	-	Member
R. Trowsdale	-	Member
M. Tremblay	-	Member
G. O'Dair	-	Ex-Officio Seniors
L. Murray	-	Ex-Officio Member
R. McInnis	-	Secretary
C. Gasser	-	A/Secretary

GENERAL

The VSS Committee last met on 19 February 2015 and has since then held three teleconferences in May, September and December 2015.

LEGION ADVOCACY

Advocacy efforts have focused on ensuring that all Veterans and their families are treated with fairness, dignity and respect such that they are afforded the same benefits and services irrespective of when and where they served. It is important that all Legion Branches continue to welcome all Veterans, that Branch Service Officers receive their annual training such that they are knowledgeable on programs and services available for our Veterans and that we continue to support programs. The Dominion President / VSS Chair and Committee continued to address key issues affecting Veterans and their families:

- a. The annual bi-lateral discussion with the VAC executive including the new Deputy Minister, General (Retd) Walt Natynczyk, was held 12 January 2016 at Legion House. The Minister of Veterans Affairs, the Honourable Kent Hehr, provided greetings, this is the first time that a sitting Minister of Veterans Affairs paid a visit to Legion House.
- b. VAC hosted a Veterans Summit at the Canadian War Museum on 2 December 2015. Comrades Brad White and Ray McInnis were in attendance along with 27 participating Veterans organizations. The Prime Minister's mandate letter to the Minister of Veterans Affairs was discussed by breakout groups. The main point to take away from the Summit was there was no rush to get all of the recommendations in the mandate letter sorted out now, take some time as we will need to get it right. Will need to coordinate and communicate and for all organizations to move in unison towards the goal, ensuring that Veterans and their families have the supports necessary to ensure a seamless transition from their service in the CAF to the

programs and services of VAC.

- c. On 13 November 2015, the Prime Minister took the unprecedented step of publicly releasing all ministerial mandate letters, as part of his plan for open and transparent government for all Canadians. The overarching goal of the letter to the Minister of Veterans Affairs and Associate Minister of National Defence, the Honourable Ken Hehr, was to ensure that the government lives up to the sacred obligation to veterans and their families. Veterans are to be ensured that they will receive the respect, support, care, and economic opportunities they deserve. The PM mandated the Minister to work with his colleagues and through established legislative, regulatory, and cabinet processes, including the first budget, to deliver on 15 top priorities. The RCL will be watching the government very closely to ensure that the government delivers on all priorities.
- d. On 23 June the RCL donated \$1 Million to mental health research at The Royal Ottawa Health Care Group. This gift will specifically be used to support the creation of a Brain Imaging Centre at The Royal featuring a state-of-the-art Positron Emission Tomography – Magnetic Resonance Imaging (PET-MRI) machine. Dominion Command and several Legion provincial Commands contributed towards the amount – including Manitoba/North Western Ontario Command, British Columbia/Yukon Command and Ontario Command. It was very good news to learn that on 26 February 2016, the Royal Ottawa announced that they have received the PET-MRI machine.

RCL VETERANS HOMELESSNESS ADVISORY COMMITTEE

Veterans Affairs Canada (VAC) and Employment and Social Development Canada (ESDC) co-hosted a workshop on developing services for Veterans experiencing homelessness on 8-9 March 2016. The objectives of the workshop is to present to the communities committed to developing solutions for Veterans experiencing homelessness the findings of the Evaluation Project that tested a Canadian model for addressing, reducing and preventing Veteran homelessness. To share lessons learned and best practices under a Housing First approach in supporting Veterans experiencing homelessness as a result of the pilots held in Victoria, Calgary, London and Toronto. To exchange ideas, strategies, tools among participants and build a network of practitioners who can assist and support each other in developing housing stability services for Veterans experiencing homelessness. Comrades Dave Gordon from Ontario Command, Harold Harper from NB Command, Angus Stanfield from BC/Yukon Command and Ray McInnis, Director – Service Bureau were in attendance. Objectives from the workshop will be discussed at the next meeting of the Advisory Committee.

CANADIAN MEDICAL ASSOCIATION –CANADIAN SENIORS STRATEGY

Dr. Cindy Forbes, the new President of CMA will attend our national convention and will update on the progress with establishing a National Seniors Strategy.

CIMVHR

The VSS Committee supported that the Legion continue to support CIMVHR through our participation on both the Advisory Council and on the Technical Advisory Committee. This participation is crucial to ensuring that non-governmental stakeholders have influence in ensuring arms-length research continues.

Currently, the Legion contributes \$5K (Silver level) sponsorship annually to the CIMVHR Forum. Given the success and value of the Forum, the VSS Committee endorsed the continuation of our sponsorship of the CIMVHR Forum for the next three years through the Outreach Committee until 2018. The funding would be contingent upon confirmation by 1 January each year that the CIMVHR Forum will continue to occur in its current format. The Forum sponsorship is approved and the funding in the budget for the next three years. There is no change in the current format and the next forum is scheduled for November 2016 in Vancouver, BC.

1. In addition, DEC approved a Master's scholarship for the years 2014-2015, 2015-2016 and 2016-2017. The last scholarship was ratified by DEC at the November meeting. It was moved and seconded at the last VSS meeting on 17 December 2015 to recommend to the Poppy and Remembrance Committee to DEC that we continue the Legion's Masters Scholarship for another three years commencing with the year 2017-2018 through to 2019-2020 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 by the Legion. The Poppy and Remembrance Committee endorsed the sponsorship of a Master's student in Military and Veterans Health Research for three cycles beginning 2016-2017 ending in 2019-2020, it now requires approval by DEC.
2. With this investment, the Legion will continue to be instrumental in ensuring continued study in the area of Military and Veterans Health Research in Canada. This funding would be contingent upon confirmation by 1 April 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 2020 and recommend through Poppy and Remembrance to DEC if it should continue.

RECOMMENDATION: DEC approve the RCL Master's Scholarship for 2017/18, 2018/2019 and 2019/20, in accordance with Poppy Fund regulations, the approval will be ratified for each year. It is recommended that DEC approve the recommendation 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).

OUTREACH AND VISITATION INITIATIVE PROGRAM

The final stats for the second year ending 14 October 2015, 4,879 Veterans were visited. The current contract was extended to 31 March 2016. Funding is available to conduct 8,000 visits in 2015-2016 and additional volunteers are required in order to meet the increased tasking. As of 22 February 2016, our OVI volunteers visited 7,158 Veterans.

SERVICE DOG STANDARDS

The second meeting of the Canadian General Standards Board to develop a new National Standard of Canada for Service Dogs was held on 17-18 February 2016, Mr. Gary Foster a Service Officer in the Dominion Command Service Bureau is our representative on the Information Committee. It was a very productive meeting, non-disclosure limits details but the committee has moved forward on a number of fronts, a very positive meeting.

Concurrently, VAC is running a pilot project with 50 Veterans with service dogs; the pilot project is expected to take 24 months at a cost of \$500K to VAC. The pilot is conducted through Laval University and they have advised that they have met the recruitment targets. Personnel have been identified and are being followed. Formal pairing takes place after six months to establish a baseline before the dog is introduced. The pilot study is on target.

CAF MILITARY FAMILIES' PROPOSAL

A draft Letter of Agreement (LOA) was sent to the Director Military Family Services proposing a national level partnership between Dominion Command of the Royal Canadian Legion and Military Family Services (MFS) to encourage open communication, a coordinated outreach approach, collaborative marketing, messaging, and monitoring of the needs of military families, Veterans and the communities in which they reside. The LOA is undergoing legal review and it is anticipated that the LOA will be signed by CMP and the Dominion President in 2016.

DOMINION COMMAND SERVICE BUREAU ACTIVITIES

Dominion Command Service Officers continues to experience a significant increase in the overall number of first applications received and Entitlement Appeals are now being conducted quarterly:

	2012	2013	2014	2015
Benevolent	422	401	375	439
First Application/ DR	322	269	273	310
VRAB Appeals	158	165	207	133

The Service Bureau expects the increase in Veteran clients to continue across the country as we expand our outreach and interactive tools on the internet are introduced.

FIRST APPLICATIONS AND DEPARTMENTAL REVIEWS

First Applications and Departmental Reviews prepared and submitted by Legion Command Service Officers have increased this year. While the claims from the traditional Veteran population are declining, there is an increase of claims by post-Korean Veterans, including still serving CAF and RCMP members. Overall, 18.6% were related to still-serving members, 77.2% retired military and 4.2% related to RCMP service.

	2012	2013	2014	2015
Total First Application Claims submitted by RCL	1848	2137	2511	2971
Departmental Reviews submitted by RCL	136	142	158	155
Total/Claims Withdrawn/Counselled Out	363	435	518	321
Total Claims Handled by RCL	2347	2714	3187	3,463

Comprehensive statistics for all Command Service Officers are attached to this report.

VETERANS REVIEW AND APPEAL BOARD

VRAB Reviews are conducted across the country with Command Service Officers co-representing with the Bureau of Pensions Advocates. Appeals and Reconsiderations continue to be heard at Legion House with representation from Dominion Command Service Officers.

	2012	2013	2014	2015
Total VRAB Reviews	197	356	375	165
Total VRAB/RfR Appeals	77	127	207	152
Total VRAB Cases Handled by RCL	297	491	582	317

BENEVOLENT REQUESTS

Requests for benevolent fund assistance increased significantly with **439** being processed by the Dominion Command Service Bureau in 2015, compared to 375 in 2014. Overall disbursements have increased by approximately 19.12 %. The following table outlines our benevolent efforts for the various funds and provides a snapshot of Dominion Command's efforts over the past three years.

FUND	2013		2014		2015	
	NO. OF CASES	AMOUNT	NO. OF CASES	AMOUNT	NO OF CASES	AMOUNT
POPPY	85	\$ 60,748.56	88	\$70,467.90	105	\$83,603.16
SCOWP	16	\$ 6,513.81	15	\$7,655.82	34	\$17,197.24
RAFBF	134	\$115,379.32	129	\$140,552.44	111	\$114,938.53
RNBTF	31	\$ 23,462.18	25	\$26,270.95	28	\$25,507.29
UK Regimental	134	\$ 136,251.26	118	\$147,816.98	161	\$226,614.63
TOTAL	400	\$342,355.13	375	\$392,764.09	439	\$467,860.85

POPPY: Poppy Benevolent Fund
 SCOWP: Standing Committee on Welfare Payments (RCEL)
 RAFBF: Royal Air Force Benevolent Fund
 RNBTF: Royal Navy Benevolent Trust Fund

PROVINCIAL VSS REPORTS – RESPONSE AND HIGHLIGHTS

All Commands provided their provincial VSS reports last September, overall the reports from all Commands were very informative, and all Commands are using the new template. The consolidated Provincial VSS Committee Report was reviewed by the VSS Committee on 10 September 2015 and there were no items to be brought forward to DEC. Provincial VSS Committee Reports will be requested for the next DEC in November 2016.

CONCLUSION

This is my report and I move its adoption.

Command Services Officer's Stats		Last Updated	07 Mar 16 - 08:31	VRAB					
Command		1st APP	DR	Counselled Out/Withdrawn	FWD DC	REV	APP/Rf R	VIP/A A	SCAN Info
BC / Yukon		168	12	44	0	3	0	8	51
	Totals	168	12	44	0	3	0	8	51
Alta / NWT		519	17	71	0	0	0	39	13
	Totals	519	17	71	0	0	0	39	6
Sask		21	0	3	0	0	0	1	3
	Totals	21	0	3	0	0	0	1	3
Man / NW Ont		11	0	2	0	0	0	1	3
	Totals	11	0	2	0	0	0	1	3
Ont		1305	32	52	57	134	21	378	262
	Totals	1305	32	52	57	134	21	378	262
Que		85	8	6	2	9	0	4	16
	Totals	85	8	6	2	9	0	4	16
NB		282	20	72	4	10	0	56	5
	Totals	282	20	72	4	10	0	56	5
NS / NUN		258	29	3	0	5	0	23	1
	Totals	258	29	3	0	5	0	23	1
PEI		25	0	0	0	0	0	24	12
	Totals	25	0	0	0	0	0	24	12
NFLD / LAB		21	3	1	2	2	0	7	1
	Totals	21	3	1	2	2	0	7	1
DOM COMD		248	34	67	0	2	66	38	14
	Totals	248	34	67	0	2	66	38	14
Grand Total		2943	155	321	65	165	87	579	374

DR: Departmental Review

VRAB Rev / App / R for R: Veterans Review and Appeal Board: Review / Appeal / Reconsideration

VIP / AA: Veterans Independence Program / Attendance Allowance

SCAN: Second Career Assistance Network

REPORT OF THE DOMINION COMMAND VETERANS, SERVICE AND SENIORS COMMITTEE

T. Eagles	-	Chair
D. Flannigan	-	Vice- Chair
R. Trowsdale	-	Member
M. Tremblay	-	Member
B. Julian	-	Member
C. Strong	-	Member
G. O'Dair	-	Ex-Officio Seniors
L. Murray	-	Ex-Officio Member
R. McInnis	-	Secretary
C. Gasser	-	A/Secretary

INTRODUCTION

Since Dominion Convention in Edmonton in 2014, advocacy efforts have focussed on ensuring that all Veterans including members of the Canadian Armed Forces (CAF), RCMP, and their families are treated with fairness, dignity and respect such that they are afforded the same benefits and services irrespective of when and where they served.

RESOLUTIONS

Due to ministerial changes in Veterans Affairs Canada and the federal election in 2015, the response to the resolutions from the 45th Dominion Convention 2014 will be incorporated with the "Comments on Resolutions 46th Dominion Convention 2016" and will be published in September 2017 and distributed to Legion Branches for the guidance of all Legion members.

MANDATE OF VSS COMMITTEE

The Veterans, Service and Seniors Committee continues to maintain a more active advocacy stance while maintaining its focus on proving, day in and day out, to all Canada's Veterans, including serving CAF and RCMP members and their families that The Legion cares. The Committee has also struck a renewed priority on seniors' issues in Canada.

ADVOCACY

The Dominion President stressed the importance of continuing our advocacy efforts regarding the availability of mental health services to all Veterans and their families. We will continue to monitor this issue with the Chief of Military Personnel. It is also important that Legion Branches continue to welcome all Veterans that Branch Service Officers receive their annual training such that they are knowledgeable on programs and services available for our Veterans. In addition, outreach to Reservists must continue to be a priority and

ensuring that all Veterans who require assistance with their disability applications to VAC be informed and encouraged to contact a Legion Command Service Officer to assist them with their application. Command Service Officers provide free representation.

The following is a snapshot of the details of Legion advocacy efforts on behalf of all Veterans, their families and seniors since 2014:

- a. 16 June 2014 – The Minister of Veterans Affairs announced that VAC would extend the Outreach and Visitation Initiative Contract with The Legion and doubled the funding for 2014 – 2015, which will allow our OVI volunteers to increase their visits from 4,000 to 8,000 of those Veterans who are receiving financial assistance from VAC for LTC;
- b. 20 June 2014 – The Dominion President issued a News Release advising that The Legion amended its definition of Veteran to include RCMP regular members and other Peace Officers who served in Special Duty areas;
- c. 07 July 2014 – Introductory meeting with the Chief of the Defence Staff, General Tom Lawson;
- d. 08 July 2014 – Introductory meeting with the Minister of Veterans Affairs, the Honourable Julian Fantino;
- e. 09 July 2014 – The Dominion President issued a News Release acknowledging the recent announcement from the Department of Veterans Affairs to cut red tape and directed the Service Bureau to review the proposed changes;
- f. Comrades George O’Dair and Carolyn Gasser attended the Pan Canadian Seniors Strategy meeting with the Canadian Medical Association on 7 October 2014;
- g. On 20 October 2014, the President attended the annual bilateral discussion with the VAC executive in the morning; in the afternoon he met with the Veterans Review and Appeal Board Canada and the Bureau of Pensions Advocates;
- h. Dominion Command Service Bureau hosted the bi-annual Command Service Officer Professional Development training in Charlottetown, PEI from 21-23 October 2014;
- i. On 19 November 2014, the President attended the VAC stakeholder meeting in Quebec City with other Veterans organizations;
- j. On 3 December 2014, Comrade Carolyn Gasser participated in the RCMP Raising Awareness for Disabilities event at the RCMP HQ in Ottawa;
- k. On 30 January 2015, the new Minister of Veterans Affairs, Erin O’Toole tabled his response to the House of Commons Standing Committee on Veterans Affairs (ACVA) Report entitled: “The New Veterans Charter: Moving Forward” which was

distributed in June 2014. The RCL remains committed to the 14 ACVA recommendations and we will not cease in our efforts to push the government to come up with some tangible progress;

- l. On 17 February 2015, the President met with Minister O'Toole, and his Deputy Minister General (Retd) Walt Natynczyk;
- m. On 18 February 2015, Comrade Carolyn Gasser attended a working group to develop a National Seniors Strategy;
- n. On 19 February 2015, the President in an open letter to all Canadian released the RCL Position Paper: Veterans Matter. The position paper is a culmination of our passed resolutions and the recommendations presently before the government;
- o. On 11 March 2015, Comrades Steven Clark and Carolyn Gasser briefed members of the Senate Sub-Committee on Veterans Affairs on the Legion's position on the Veterans Hiring Bill C-27.
- p. The VSS Housing Inventory was amended in electronic format only and uploaded to our website;
- q. On 25 March 2015, Comrades Steven Clark and Carolyn Gasser briefed members of the Standing Committee on Veterans Affairs on the study on the continuum of transition services.
- r. The Veterans Consultation Assembly meeting was held on 25 April 2015. The outcome being that each organization would send a letter to the Minister outlining the remaining ACVA recommendations that have not been taken for action and to ensure speedy assent for Bills C-27 and Bill C-58;
- s. In March 2015, the Minister of VAC announced new benefits in response to the ACVA recommendations, namely Reserve Force members will received enhanced Earning Loss Benefits equivalent to their Regular Force counterparts. He then announced the Critical Injury Benefit, a Family Caregiver Relief Benefit, the Retirement Income Security Benefit and increased access to the Permanent Impairment Allowance;
- t. The President briefed at the Stakeholder Summit on 14 April 2015, hosted by VAC. His presentation focused on the Legion's position that the government must honour its moral and solemn obligation to Veterans and their families and ensure that the New Veterans Charter is truly the living document it was promised to be;
- u. On 14 April 2015, the Minister VAC announced they will hire 100 new disability benefits staff and 100 full-time permanent new case managers;
- v. In May 2015, VSS Committee developed a new template for VSS Provincial Committees to use, the new template provides more detail and is informative;

- w. On 5 May 2015, we signed a Letter of Understanding with VETS Canada and released a news release announcing the partnership;
- x. On 22 May 2015, Comrades Brad White and Ray McInnis appeared before the Standing Committee on Veterans Affairs on Bill C-59, An Act to Implement Certain Provisions of the Budget Tabled in Parliament on 21 April 2015 and Other Measures;
- y. On 23 May 2015, Comrade Ray McInnis appeared before the Sub-Committee on Veterans Affairs of the Standing Senate Committee on National Security and Defence on Bill C-59 and presented the legion's position on Bill C-59;
- z. On 23 June 2015, the President presented a 1 Million dollar cheque to The Royal Ottawa Hospital, donations from Dominion Command, Ontario Command, Manitoba/NWO Command and BC/Yukon Command contributed to the 1 Million dollar donation. The donation will be specifically used to support the purchase of a state of the art positron emission tomography – magnetic resonance imaging (PET-MRI) machine;
- aa. On 1 September 2015, the President sent a letter to Dr. Cindy Forbes, the new President of the Canadian Medical Association congratulating her on her new appointment;
- bb. On 10 September 2015, the VSS Committee through the Outreach Committee approved the Legion sponsorship to the CIMVHR Forum for the years 2016-2018;
- cc. On 10 September 2015, the VSS Committee recommended to DEC that Legion endorsement to Wounded Warriors Weekend be withdrawn. This was presented to DEC in November 2015 and subsequently approved;
- dd. On 21 September 2015, the inaugural RCL Veterans Homelessness Advisory Committee was held at Legion House;
- ee. On 23 September 2015, PWGSC extended the Outreach and Visitation initiative contract to 31 March 2016;
- ff. VAC announced that they would fund the development of a new National Standard of Canada for service dogs. The first meeting with the Canadian General Standards Board was held 14-15 October 2015;
- gg. On 21 October 2015, the Dominion President met with the new Chief Military Personnel, LGen Christine Whitecross and her staff as part of ongoing quarterly round-table discussions;
- hh. On 13 November 2015, the Prime Minister took the unprecedented step of publicly releasing all ministerial mandate letters, as part of his plan for open and transparent government for Canadians; the PM's mandate letter to the Minister of Veterans

Affairs and Associate Minister of National Defence, the Honourable Kent Hehr, contains 15 priority tasks for implementation during their four year mandate;

- ii. On 2 December 2015, Comrades Brad White and Ray McInnis attended the Veterans Summit at the National War Museum;
- jj. On 12 January 2016, the President and First-Vice President hosted the annual RCL – VAC Bilateral meeting at Legion House with the VAC executive including the new Deputy Minister General (Retd) Walt Natynczyk and an appearance by the Minister of Veterans Affairs, the Honourable Kent Hehr;
- kk. On 29 January 2016, Comrades Brad White and Ray McInnis attended the Canadian Military and Veteran Families Initiative held at the National War Museum;
- ll. On 1 February 2016, the Canadian Armed Forces ceased processing of the Record of Service Card, the NDI 75. The recognition card of choice for the CAF is the CFOne Card;
- mm. From 17-18 February 2016, the second meeting of the Canadian General Standards Board to develop a new National Standard of Canada for service dogs was held. It is anticipated that the CGSB will develop the standards within the two-year mandate;
- nn. In March 2016, the Royal Ottawa Hospital announced that they have reached their 25 Million dollar fundraising goal and have purchased the PET-MRI machine, in thanks to the 1 Million dollar donation from the Royal Canadian Legion, specifically Dominion Command, Ontario Command, Manitoba and NWO Command and BC/Yukon Command.

SENIORS INITIATIVE

Given the issues facing seniors including accessibility and availability of long-term care, lack of home care assistance, increasing incidence rate of dementia and growing senior population, Comrade George O'Dair was appointed as a member of the VSS Committee to address Senior's issues. The Home Away Initiative is a concept for Branches to provide a change of scenery for seniors living at home and respite for the caregivers of Seniors on either a steady or occasional basis. A new Program Development Guide for Legion Branches was introduced at the last Convention and the Guide was distributed to all legion branches. The workbook provides guidance to Branches who wish to start their own seniors program or enhance existing programs.

The Legion continues to advocate to the federal Government that senior's home care should be part of a national strategy to include standardization, consistent service delivery and certification.

OUTREACH TO RESERVISTS

The VSS Committee launched the Outreach to Reserve Campaign in 2013, we advised all 263 Reserve Units across the country advertising the Service Bureau resources, contact information and if they would like a briefing on the services available. While a small number of briefings have been conducted, we have been providing briefings to the Army Council (the Commander of the Army and his leadership team) as well as the Reserve Brigade Commanders at the annual Army Reserve Strategic Council.

HOMELESS VETERANS NATIONAL PROGRAM

In April 2014, the first *Homeless Veterans Forum* was hosted by The Royal Canadian Legion in Ottawa, Ontario. This was attended by a wide representation from government departments and non-profit organizations. It was determined during this Forum, that further efforts to address Veterans homelessness could benefit from establishing a smaller working group to define the way ahead to combat the problem of Veteran homelessness. A research working group under the guidance of Dr. Jimmy Bourque, from the University of Moncton was stood up after the initial Forum.

The RCL Veterans Homelessness Advisory Committee, chaired by the Dominion President, is made up of a group of individuals who are stakeholders in the policy, programs and/or services in place for Veterans homelessness. Members understand the impact of Veterans homelessness on the community. The committee will provide guidance and strategic recommendations to VAC and other government stakeholders for the purpose of conducting purposeful policy and program development for homeless Veterans. This shall be accomplished through committee members sharing their expertise, knowledge and experience.

The Committee is also established to determine appropriate policy and program development in the area of Veterans homelessness. To coordinate and align efforts of the various organizations who are working towards addressing homelessness among Veterans.

The inaugural meeting of the RCL Homelessness Veterans Advisory Committee was held at Legion House on 21 September 2015. It was a full day of great discussion and the end result being that it will be necessary to develop a coordinated advocacy approach to the government to combat the Veterans homelessness issue.

On 8-9 March, members of the Advisory Committee attended the Workshop on Developing Services for Veterans Experiencing Homelessness, co-hosted by Veterans Affairs Canada and the Homelessness Partnering Secretariat of Employment and Social Development Canada. The objective being to exchange ideas, strategies, tools among participants and build a network of practitioners who can assist and support each other in developing housing stability services for Veterans experiencing homelessness.

One homeless veteran in this country is one too many.

LEGION SCHOLARSHIP

The Dominion President presented the first Legion Scholarship to Ms. Brigitte Phinney at the CIMVHR Forum in Toronto in 2014 and the second Legion Scholarship was awarded to Ms. Ashleigh Forsyth in Quebec City in 2015. The Legion Scholarship for 2016 will be presented at the CIMVHR Forum in Vancouver, November 2016.

SERVICE DOGS

At the last convention, a resolution was passed to authorize the use of Poppy Trust Funds for Veterans suffering from PTSD for Service Dogs.

Specifically, the resolution stated that, subject to the prior approval of the **Provincial Command Office**, a District or Branch may, for the purposes of supporting costs associated with service dogs, expend a portion of the money in the Poppy Trust Account, not exceeding twenty-five percent (25%) of the total available in the account, on the thirtieth (30th) day of September in the year preceding the expenditure.

Subsequent to the passage of that resolution the **Dominion Executive Council** on the advice of the Veterans Service and Seniors Committee approved additional criteria to be considered when reviewing applications. As no national standards currently exist, the Legion has implemented the following additional criteria to ensure that due diligence is exercised:

Service Dog Providers must be:

- Canadian
- Able to show proof of liability insurance
- Conducting an intake process that determines that the Veteran is in the right phase of his or her recovery or treatment to receive a service dog i.e. has a doctor's prescription or recommendation and is financially able to care for the dog.

This will help to ensure the safety of our Veterans and our communities. Once a Canadian national standard has been set, this resolution will be revisited for amendment to ensure that only service dog providers meeting the national standard will be permitted to receive Poppy Trust Funds.

In addition to the development of the national standards, VAC advised that they have funded a new pilot study to evaluate the use of psychiatric service dogs as a safe and effective treatment for PTSD.

OUTREACH AND VISITATION INITIATIVE

The Visitation and Outreach Initiative (OVI) contract from Veterans Affairs Canada (VAC) was announced on 17 December 2013. This new initiative replaced the Long Term Care Surveyor Program. VAC currently supports more than 7,000 Veterans in approximately 1,500 facilities and does not have the available resources to conduct visits with a large number of Veterans in long term care without a contractual agreement in place. This new contract allows the Government to use the Royal Canadian Legion volunteer network to make 7,000 visits on an annual basis the Veterans who are receiving financial assistance from VAC for long term care.

This initiative will facilitate face to face visits with Veterans, providing them with an opportunity to have a conversation and social visit with a volunteer and to raise concerns or identify needs that might be addressed by VAC or the Legion. For the fiscal year of 2015/16, the OVI volunteers have made 7,158 visits to Veterans as of 15 February 2016. The present contract ends on 31 March 2016. Presently, we have 110 trained Outreach and Visitation Initiative volunteers who have provided outstanding service to this initiative.

SERVICE BUREAU PROFESSIONAL DEVELOPMENT / REGIONAL COMMAND SERVICE OFFICER TRAINING

The Dominion Command Service Bureau sponsored by the respective Provincial Commands (Saskatchewan and Newfoundland and Labrador), participated in the Western Region Professional Development session in Regina from 13-14 May 2015 and the Eastern Region Professional Development session in St. John's from 15-16 September 2015. It is important that the participation of the Service Bureau Director continues as we embark on a Service Bureau Network transformation concurrently with VAC's modernization.

The Dominion Command Service Bureau provided assistance to PEI Command, Saskatchewan Command and NS/Nunavut Command during the changeover of Command Service Officers. In addition to their heavy Appeal schedule and Committee work, the Service Bureau continues to provide mentorship and guidance to all Command Service Officers.

Command Service Officers will be attending a training / professional development session in Charlottetown from 25-27 October 2016. They will benefit from consultation with VAC officials responsible for service delivery with whom they deal on a regular basis while receiving updates on latest policies and business processes.

BUDGET REPORT

For your information, a copy of the VSS Committee budget for the period 2016-2018 is attached to this report. Delegates may raise any questions that they have concerning Committee expenses at this time, but any motion for changes to the budget document as it relates to this Committee will have to be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

RESOLUTIONS

The VSS Committee has reviewed 6 Resolutions; 4 have been concurred, while 2 have been non-concurred. Of the 4 that have been concurred, 3 have been merged.

CONCLUSION

During 2016 - 2018 the VSS Committee will continue their advocacy efforts focused on ensuring that all Veterans and their families are afforded the same benefits and services irrespective of when and where they served.

In conclusion, I would like to thank the members of the Committee and the secretariat support for their dedication throughout the past two years.

I move acceptance of this report as presented.

**REPORT OF THE DOMINION COMMAND
POPPY AND REMEMBRANCE COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 35-1

E. Pigeau - Chairman
A. Stanfield - Vice-Chairman
W. Donner - Member
R. Petten - Member
B. Weaver - Member
M. Willis - Member
J. Yeo - Member
W. Maxwell - Secretary
K. Therien - A/Secretary

GENERAL

Since the Poppy and Remembrance Committee last met on 19 February 2015, the Members have conducted several electronic meetings and the Poppy Communication Network (PCN) has had three meetings. The next scheduled (face to face) meeting of the Committee was yesterday, 15 April 2016.

**SALES REPORT
POPPY AND REMEMBRANCE MATERIAL
DOMINION COMMAND**

i. Dominion Command sales of Poppy and Remembrance material from 2012 through 2015 were:

	2012	2013	2014	2015
JANUARY	-3,388.71	25,739.00	126.10	13,348.52
FEBRUARY	2,484.54	47.90	447.90	2,224.16
MARCH	979.10	6,656.07	6,572.90	7,092.25
APRIL	77,327.92	23,358.05	5,037.77	38,830.28
MAY	22,944.40	30,107.08	36,464.94	22,512.45
JUNE	146,193.67	141,680.90	203,904.72	215,880.95
JULY	285,317.22	194,131.36	55,623.55	89,198.64
AUGUST	300,849.39	42,435.49	208,307.94	433,853.39
SEPTEMBER	1,058,192.33	1,008,620.45	1,145,684.84	1,002,860.19
OCTOBER	1,047,836.37	909,189.42	1,045,977.48	1,088,627.37
NOVEMBER	405,314.56	717,655.10	460,591.04	474,809.32
DECEMBER	-1,610.08	172,250.90	193,519.43	229,707.59
TOTAL	3,342,440.71	3,271,871.72	3,362,258.61	3,618,945.11
	(-5%)	(-2%)	(+3%)	(+8%)

ii. Individual Poppy and Wreath distribution quantities for 2012 through 2015 were:

ITEM	2012	2013	2014	2015
Lapel Poppy, Box of 1000	17,433	16,439	16,846	18,961
Car / Window Poppy	24,871	20,377	20,940	22,155
Table Poppy	3,824	3,349	3,216	3,832
#8 Wreath	3,300	3,569	3,009	3,285
#14 Wreath	19,422	18,802	18,480	19,656
#20 Wreath	8,758	8,309	8,635	8,363
#24 Wreath	954	877	800	800
Poppy Spray	347	268	219	225
Grass Cross	8,071	8,233	7,713	8,356
White Cross	2,300	2,132	2,057	2,174

iii. 2015 was the second year of a 5 year contract with Trico Evolution to manufacture and distribute Poppies and Poppy Wreaths. Few complaints over product quality and delivery were received. Oddly there were several product quality complaints where the ultimate product returned to us was in Trico packaging, yet had been manufactured years before by Dominion Regalia.

iv. During the 2015 Poppy Campaign, 4449 Rolls of 500 (2,224,500 individual) lapel Poppy stickers and 179,133 of the "LEST WE FORGET" bracelets were distributed.

v. Production levels for Poppies and wreaths were set in December and manufacturing is well under way. The schedule has production completing by August 1. The solicitation for Poppy promotional material requests was just sent out to Provincial Commands. Work on 2016 promotional materials commenced the week after Remembrance Day and is well under way. All promotional materials are expected in stock by June 1.

vi. As part of the 2015 Poppy Campaign programs such as the Wreaths for Parliamentarians, support for international embassies and consulates, support for international ceremonies and missions, National Ceremony wreaths, Poppy & Wreaths components to RCEL supported programs, were managed. Wreaths for Parliamentarians were challenging to manage in 2015 in light of the late October election. Volumes for this program specifically were down but are expected to recover for 2016.

POSTER AND LITERARY CONTESTS

Once again this year, the Poster and Literary Contests are well supported by branches and Commands with over 100,000 students submitting entries from across Canada. The entries for the 2016 Contests were received at Dominion Command by 15 February and the winners will have been announced by the end of March.

PILGRIMAGE OF REMEMBRANCE

Planning is now underway for the 2017 Pilgrimage which is scheduled from 8th to 22nd July, 2017. Hotels and transportation have already been reserved in view of the numerous significant commemorative events occurring in Europe in 2017. Comrades Edmund Raspberry from Ontario Command and Comrade Charles Piercey from Newfoundland/Labrador Command have been selected to present their experiences to the 2016 Convention.

THE POPPY MANUAL

A final version of the revised Poppy Manual is currently being reviewed and those amendments requiring by-law changes will be referred to the Constitution and Laws Committee for review prior to submitting the amended Poppy Manual for approval by DEC as soon as possible. Once approved, the Poppy Manual will continue to be available by electronic means on the Legion's website. No hard copies will be produced. The objective of the revision is to have the manual as open and transparent as possible.

POPPY TRADEMARK

Since the last meeting in November 2015, 7 requests for the use of the trademarked image of the Poppy have been considered by the Committee. 6 were approved and 1 was declined.

POPPY COMMUNICATION NETWORK

The Poppy Communication Network (PCN) consists of all members of the Poppy and Remembrance Committee and the Poppy Chairs from each Command. It provides an excellent form of communication and allows participants to discuss items of interest under the Poppy & Remembrance purview. The last PCN teleconference was held on January 20, 2016 with the next one scheduled for April 13, 2016.

CONCLUSION

In the absence of questions or discussion, I move acceptance of this report.

Ed Pigeau,
Chairman, Poppy & Remembrance Committee

**REPORT OF THE DOMINION COMMAND
POPPY & REMEMBRANCE COMMITTEE
2016 CONVENTION**

File: 35-1

E. Pigeau	-	Chairman
A. Stanfield	-	Vice-Chairman
W. Donner	-	Member
R. Petten	-	Member
B. Weaver	-	Member
M. Willis	-	Member
J. Yeo	-	Member
W. Maxwell	-	Secretary
K. Therien	-	A/Secretary

GOAL OF THE COMMITTEE

Over the past two years, the Poppy and Remembrance Committee has continued its lead role at Dominion Command in fostering the tradition of Remembrance by providing Canadians with opportunities to Remember and honour our Fallen. We will Remember them.

The following priorities were established for our term on this Committee:

- A total review of the Poppy Manual
- Donations
- Poppy Trademark
- Commemoration
- The establishment of a Poppy Communication Network (PCN)
- The establishment of the Legion National Foundation
- Youth Education
- Communication

During this period (2014/2016), the Poppy and Remembrance Committee met face to face on two occasions, in February 2015 and April 2016. In addition, Committee members reviewed issues and queries on numerous occasions through regular electronic meetings to ensure that Remembrance matters were dealt with in a timely manner.

PROGRAMS MAINTAINED

Poppy Campaign: The annual Poppy Campaign continues to be the most important project of the Legion each year. The Corporate Partnerships for the Poppy campaign continues to expand with corporations pledged or renewed their support.

Dominion Command was honoured to assist with the arrangements for the First Poppy Presentation to the Governor General for the past two years for the ceremonial launch of the campaign with subsequent launches in each of the Provincial Commands prior to the official start of the campaign nationally on the last Friday in October.

National Ceremonies: The Legion is honoured to organize and direct this national ceremony on behalf of the People of Canada. In both 2014 and 2015, an estimated 40,000 spectators attended the Ceremony.

The Silver Cross Mother: The Silver Cross Mother for 2014/2015 was Mrs. Gisèle Michaud of Edmundston, NB. Mrs. Michaud is the mother of Master Cpl. Charles-Philippe Michaud, 28, who was wounded after stepping on an improvised explosive device while on patrol southwest of Kandahar City in 2009. He was transported to a hospital in Quebec City and died less than two weeks later.

The Silver Cross Mother for 2015/2016 is Mrs. Sheila Anderson of Yellowknife, NWT. Mrs. Anderson is the mother of Corporal Jordan Anderson who was killed in the Panjwai district southwest of Kandahar City, Afghanistan on July 4, 2007. The period of service for all National Silver Cross Mothers will extend from 1 November to 31 October of the following year.

Poppy and Remembrance Material Sales Report:

i. Dominion Command sales of Poppy and Remembrance material from 2012 through 2015 were:

	2012	2013	2014	2015
TOTAL	3,342,440.71	3,271,871.72	3,362,258.61	3,618,945.11
	(-5%)	(-2%)	(+3%)	(+8%)

ii. Individual Poppy and Wreath distribution quantities for 2012 through 2015 were:

ITEM	2012	2013	2014	2015
Lapel Poppy, Box of 1000	17,433	16,439	16,846	18,961
Car / Window Poppy	24,871	20,377	20,940	22,155
Table Poppy	3,824	3,349	3,216	3,832
#8 Wreath	3,300	3,569	3,009	3,285
#14 Wreath	19,422	18,802	18,480	19,656
#20 Wreath	8,758	8,309	8,635	8,363
#24 Wreath	954	877	800	800
Poppy Spray	347	268	219	225
Grass Cross	8,071	8,233	7,713	8,356
White Cross	2,300	2,132	2,057	2,174

iii. 2015 was the second year of a 5 year contract with Trico Evolution to manufacture and distribute Poppies and Poppy Wreaths. Few complaints over product quality and delivery were received. Oddly there were several product quality complaints where the ultimate product returned to us was in Trico packaging, yet had been manufactured years before by Dominion Regalia.

Poppy Trademarks: Since the last Convention, the Committee has handled 50 requests for the use of the trademark Poppy symbol to ensure our trademark is protected and the requested use of the Poppy is appropriate.

Three situations have prompted legal action as these companies resisted the request by Dominion Command to voluntarily cease their Poppy trademark infringement. These cases are still ongoing.

Poppy Trust Funds: A combined summary of the revenue, expenses and disbursements of the Poppy Trust Funds, provided by Provincial Commands is as follows:

SUMMARY-COMBINED BRANCH POPPY CAMPAIGN PERIOD ENDING 30 SEPTEMBER:

Period Ending	2011	2012	2013	2014
Revenue	20,486,919	21,453,813	24,562,760	25,457,060
Expenses	6,359,741	6,483,399	6,366,794	8,344,749
Disbursements	3,428,057	14,455,813	16,167,867	17,399,487

Cadet Leagues and Outstanding Cadets: Our relationship with the Cadet Leagues continues to be very positive. Every year, Dominion Command has a meeting with the Executive Directors of the Leagues and the Commander of the National Cadet and Junior Canadian Rangers Support Group. Items of mutual interest are discussed and a good working relationship is maintained.

Youth Education-Poster and Literary Contests: Once again in 2015 and 2016, the Poster and Literary Contests were well supported by branches and Commands with over 100,000 students submitting entries from across Canada. The Poster and Literary Contests Entry Form has been revised to provide clearer direction in completing this form, which is also available on line on our website

Legion Bursaries: In 2015, Dominion Command provided \$1,000 in funding to support Legion bursaries to assist one Command.

Legion Pilgrimage of Remembrance: From 11-25 July, 2015, Comrade Ed Pigeau led the 28 Pilgrims participating in the 2015 Pilgrim of Remembrance through France and Belgium and into the Netherlands, where they toured battlefields, paid their respects in cemeteries, reflected at memorials and explored museums.

Paris was used as the arrival and departure point for the Pilgrimage once again. The delegation included representatives from all Provincial Commands, with the unfortunate

exception of Alberta/NWT, along with paying pilgrims. For the second time on the Legion Pilgrimage, the Command Pilgrims were assigned the name of a soldier (one from each Province) buried at a location on the itinerary. The Pilgrim had to research the life of their soldier and make a presentation on site. These presentations were very well received by the group and made a very deep impression on all.

The group participated in the Menin Gate Ceremony and other Legion ceremonies at various sites such as Beaumont Hamel and Vimy. Through the visits and experiences while at these significant WWI and WWII sites, the Pilgrims gained a unique perspective and an unprecedented level of understanding of Remembrance. This special awareness will undoubtedly assist them as they fulfill their pledge to maintain the memory of those who sacrificed so much for their country. Comrades Edmund Raspberry from Ontario Command and Comrade Charles Piercey from Newfoundland/Labrador Command have been selected to present their experiences to this convention.

The 2017 Pilgrimage will be held from 8 to 22 July 2017. Planning for this Pilgrimage is well underway with transportation and accommodation already reserved in view of the significant commemorative events being planned for Europe in 2017.

VETERANS AFFAIRS CANADA

Veterans Affairs Canada Monument Restoration Working Group: The Legion continues to be involved with and support Veterans Affairs Canada's Cenotaph/Monument Restoration and Construction Programs. These programs enable communities and organizations to apply for funding to conserve and restore existing cenotaphs and monuments and to construct new ones. Comrade Jack Frost continues to serve as The Royal Canadian Legion's representative on the Assessment Review Committee. The Government's program for construction of new cenotaphs and monuments expired at the end of March 2016 and we are awaiting any indication of a program or direction from the Government for new construction.

CHANGES TO PROGRAMS

Youth Education- Teaching Guide: The development of the Teaching Guide continues to assist educators across Canada in promoting our Youth Education program. In order to ensure it remains relevant and current for use in schools across Canada, the Legion was able to obtain a grant under the Celebration and Commemoration Program of Heritage Canada to create an imaginative on-line tool which allows users to scroll through the material. Canadian teachers are the core stakeholder constituency for this piece. It is anticipated that this will be an ongoing project until early 2017. As part of the Teaching Guide, we will be expanding the Two-Minutes of Silence Video to offer an interactive component.

NEW PROGRAMS

Poppy Communication Network: The first teleconference of the Poppy Communication Network (PCN), which consists of the members of the Dominion Poppy and Remembrance

Committee and the Provincial Poppy Chairs was held in January 2015 with quarterly meeting held thereafter. All members of the Poppy and Remembrance Committee believe that the establishment of this network is an excellent communication tool for the Poppy & Remembrance program and provides a forum for exchange of ideas and discussion of issues from the Command level for all participants. The PCN provided the Dominion Committee with valuable input in the revisions made to the Poppy Manual.

For the first time we have an open channel between the provincial commands and Dominion Command in matters concerning Poppy and Remembrance. It would be of further benefit to us if the Provincial Commands established similar links through their various District and Zones to the branches. This would provide an opportunity for the Dominion Poppy and Remembrance Committee to receive direct input from the membership on a more frequent basis. My Thanks to Comrade Maxwell for this wonderful idea.

The Legion National Foundation: The Legion National Foundation is currently being prepared to enable The Royal Canadian Legion to support the aims and purposes of the Legion and to promote Remembrance and Canadian History. The Foundation will be guided by a Board of Directors. The purpose will include the ability to receive or maintain a fund or funds (not Poppy Funds) and to donate to qualified recipients from time to time as defined in the Income Tax Act. It is expected that the Foundation will be fully operational as quickly as possible in 2016.

THE POPPY MANUAL:

The Poppy & Remembrance Committee, with the assistance of the Poppy Communication Network, made a significant effort to streamline the Poppy Manual to assist our branches and members to better serve our Veterans. One of the major recommendations was to streamline the eligibility formula for the calculation of Special Use Expenditures by removing the calculation of the Poppy trust balance based on the 30 September of the previous year and referring to only the current balance of Poppy Trust Funds. The object of the review was to bring consistency to the various by-laws and manuals, specifically with reference to the use of Poppy trust funds.

Also Chapters 4 and 5 were grouped in sections to allow the reader the opportunity to find the Do's and Don'ts more conveniently. Changes were also made in the Special Uses Section to give the provincial commands greater control over administering decisions regarding Special Use requests, with Dominion Command as a policy advisor.

The Poppy and Remembrance Committee also recommended amending the Branch Status Report to include the requirement to report **Balance in Poppy Trust Investments** along with the balance of Poppy Trust Bank Accounts. This will provide a more accurate accounting of the status of a branch's total Poppy trust funds. The revised form will be produced and illustrated in Annex A of the revised Poppy Manual.

2016 CONVENTION RESOLUTIONS:

The Committee reviewed nine Resolutions submitted for consideration at this Convention. These Resolutions will be dealt with immediately after this report.

BUDGET:

A copy of the Committee budget for the period 2016 is attached to this report. Delegates may raise any questions they may have at this time concerning Committee expenses, however, any motion for changes to the budget document as it relates to this Committee will be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention business program.

WITH THANKS

Comrades, as you can see our Poppy and Remembrance program is very large and covers a wide variety of duties and responsibilities. Thankfully I had an extraordinary team to guide and assist me. To Comrades, Angus Stanfield, Wayne Donner, Ross Petten, Brian Weaver, Mel Willis and John Yeo, my personal thanks for your support and direction.

No Dominion Committee could exist and meet its' mandate without staff support. Comrade Kelly Therien can always be found in the background quietly completing her duties. Comrade Kelly, my Thanks.

Comrade Bill and I did not always agree on the direction the Committee should go, but I can tell you he was invaluable to the overall success of the term. Much thanks to Comrade Bill for his dedication and support to the Poppy and Remembrance Committee.

CONCLUSION

The Poppy and Remembrance Committee remains committed to ensuring that the Remembrance initiatives and programs of the Legion achieve the objective of perpetuating the memory and deeds of the Fallen. Together, with the outstanding cooperation and assistance of the Provincial Commands and branches, we will succeed in fulfilling our pledge to never forget.

I move acceptance of this report.

**ADDENDUM TO THE
REPORT OF THE DOMINION COMMAND
POPPY & REMEMBRANCE COMMITTEE TO
DOMINION EXECUTIVE COUNCIL
15 APRIL 2016**

E. Pigeau	-	Chairman
A. Stanfield	-	Vice-Chairman
M. Willis	-	Member
J. Yeo	-	Member
A. Weaver	-	Member
R. Petten	-	Member
W. Donner	-	Member
W. Maxwell	-	Secretary
K. Therien	-	A/Secretary

POPPY AND REMEMBRANCE COMMITTEE

The Poppy and Remembrance Committee met on 15 April 2016.

POPPY MANUAL

The Poppy and Remembrance Committee, with the assistance of the Poppy Communication Network, made a significant effort to streamline the Poppy manual to assist our branches and members to better serve our Veterans. The objective of the review is to bring consistency to the various by-laws and manuals, specifically with reference to the use of Poppy trust Funds.

GENERAL BY-LAW AMENDMENTS: The Constitution and Laws Committee agrees with the undernoted changes to the General By-laws.

RECOMMENDATION #1: It is recommended that in Section 1101.a, reference to District, Zone (2 references) be removed.

RECOMMENDATION #2: It is recommended that in Section 1103, reference to District, Zone be removed.

RECOMMENDATION #3: It is recommended that Section 1104 be removed in its entirety and replace with:

- a. The basic purpose and obligations of Poppy Trust Funds are to assist a Veteran, as defined in Subsection 101.d of The General By-Laws and their family who are in need of assistance.
- b. The Command, Branch or group of branches may withdraw or expend monies from the Poppy Trust Fund account only for the purposes in

accordance with the requirements and procedures outlined in the Poppy Manual.

RECOMMENDATION #4: It is recommend that Sections 1105-1117 inclusive be removed in their entirety.

RECOMMENDATION #5: It is recommended that in Section 1118, reference to District, Zone be removed.

POPPY MANUAL SPECIFIC ADDITIONS:

RECOMMENDATION #6: It is recommended that new Section 209 (New) be added and read as follows:

All aspects of the Poppy Program within the International Zones and Branches will be contained within the bylaws of the zone or branch in accordance with the General Bylaws and as approved by Dominion Command.

Section 209, 210 and 211 will be renumbered to 210, 211 and 212 accordingly.

Reference Sections in Subsection 208.f should be renumbered to Sections 1102-1104.

RECOMMENDATION # 7: It is recommended that the following be added to Section 207.

NOTE: This Section does not provide District and Zones the Authority to collect or maintain a Poppy Trust Fund account.

Section 318 and Section 319 should be renumbered to Section 319 and Section 320 respectively.

RECOMMENDATION # 8: It is recommended that new Section 321 be added and read as follows: New:

After the Campaign. It is not mandatory that wreaths and crosses collected from the Cenotaph be destroyed. They may be used in another manner to promote Remembrance, such as for display at community cemeteries or placement at Veterans' gravesites. Used wreaths and crosses SHOULD NOT be re-sold.

RECOMMENDATION #9: Eligibility: It is recommended that Section 403 be cancelled and incorporated into Section 401 which is revised to read as follows:

Sec. 401: Poppy Funds are made available through the generosity of the Canadian public and are part of the public trust between Canadians and the Legion. To safeguard this bond, Poppy Trust Funds must be held in trust at each level of the organization. They may not be used as, or in place of, general or any other Branch funds.

Credibility and public support are enhanced when funds are used in the correct and proper manner. The improper use of these bylaws and guidelines may cause

the offending branch or command, the penalty of repaying amounts not properly approved, from general funds.

The basic purpose and obligations of the Poppy Trust Fund are to assist a Veteran as defined in Subsection 101.d of the General By-Laws and their families.

Donations to ex-service personnel of allied countries as defined in Subsection 101.d of the who reside outside Canada, who are in need of assistance may also be considered. These funds will be made to the Royal Commonwealth Ex-Services League (RCEL) through Dominion Command,

NOTE: Affiliate members are NOT eligible for Poppy fund uses.

Section 402 (current manual) should now renumbered in the revised Poppy Manual as Section 403 (Special Use Expenditures).

RECOMMENDATION #10: It is recommended that all references referring to the balance of Poppy Trust Fund contained in Section 402 as of the 30th day of September in the preceding year be amended to read current balance.

RECOMMENDATION #11: It is recommended that the following be added under Section 403.d (revised manual) and read as follows: Donations to the RCEL as per Section 401.

RECOMMENDATION #12: It is recommended that Section 402.p of the current Poppy Manual (Veterans' Reading Program) be deleted.

RECOMMENDATION # 13: It is recommended that Subsection 403.m be amended to read as follows: 25 percent of the current balance, for the purposes of supporting costs associated with the initial **provision** of service dogs.

RECOMMENDATION #14: It is recommended that new Subsection 403 ii.o Not- For-Profit Veterans Assistance Based Organizations be added and reads as follows:

10 percent of the current balance, for the purpose of supporting organizations dedicated to the support of ill and injured Veterans. Not For Profits may qualify provided they supply a direct need to Veterans and their families. When in doubt, contact your Provincial Command.

This subsection has also been reviewed by the VSS Committee which concurs with this wording.

POPPY MANUAL-GENERAL AMENDMENTS:

Chapters 4 and 5 were grouped in sections to allow the reader the opportunity to find the Do's and Don'ts more conveniently. The revised manual was also reviewed to ensure the appropriate Section and subsection numbers would reflect the revised and

appropriate references in policy. A draft of the revised Poppy Manual was circulated to members of DEC for their information.

Application For Special Use of Poppy Trust Funds Form (Form 200844) and the Branch Status Report (Form 200837) have also been revised to reflect the proposed revised Poppy Manual and have been included in the revised manual. The Glossary has also been reviewed and revised as required.

RECOMMENDATION #15: It is recommended that the revised Poppy Manual be approved in conjunction with the acceptance of the other recommendations above.

A request was received to provide funding for the development of the creative for the visuals for a Poppy Drop. The virtual Poppy Drop would be a stunning, large-scale reminder to all of the sacrifices of Canadians and would initially be used at Centre Block on Parliament Hill from 28 October and ending on the evening of 11 November. Once created, the visuals for this Poppy Drop could also be used on other occasions such as the Dominion Convention and the National Arts Centre, once renovated after 1 July 2017, could be used in conjunction with our National Remembrance Day observations.

RECOMMENDATION #16: It is recommended that \$40,000 from the Dominion Command Poppy Trust Fund be approved to create a Virtual Poppy Drop for display on Centre Block, Parliament Hill for the official launch of the annual Poppy Campaign.

A presentation was made by John Desrosiers, Director of Commemoration, Veterans Affairs Canada on the various programs and initiatives planned for that department. Mr. Desrosiers commented that the Canada Remembers Pin is being obtained by Legion branches in large numbers and then subsequently being sold by those branches. This is not an acceptable practice.

RECOMMENDATION #17: It is recommended that the next Legion Pilgrimage of Remembrance be conducted between 8 July and 22 July 2017. It is also recommended that Mr. John Goheen be the Legion's tour guide for this 2017 Pilgrimage.

ANNEX "H" TO
DEC MINUTES
16-17 APRIL 2016

Poppy Manual



*Beaumont-Hamel
Newfoundland Memorial*



Legion 

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Introduction

THE GUARDIANS OF REMEMBRANCE

- 101.** We, as members of The Royal Canadian Legion, strive to keep the memory alive of the 117,000 Canadian men and women who paid the supreme sacrifice in the service of Canada during war and on subsequent operations since Korea. This goal is achieved through our annual Poppy Campaign and the Remembrance Day services organized by this great organization throughout the country and by our fellow citizens who are working far from our shores.

THE POPPY CAMPAIGN

- 102.** The Poppy Campaign is the foundation of our Remembrance Program. We provide Canadians with the opportunity to Remember by providing them with a Poppy and to participate at Remembrance Day services. Our Remembrance activities however, go far beyond the two weeks leading up to 11 November each year. Canadians are generous when they see our Poppy volunteers on the street and the collection trays in the stores.

As a result of this generosity, we are able to ensure that Veterans and their families are cared for and treated with the respect that they deserve. The willingness to participate in the Poppy Campaign is one of the obligations we undertake when we become members of The Royal Canadian Legion. All of us must strive to never forget this solemn undertaking — it is part of the debt that we owe to those who have gone before.

It is through the Poppy Campaign and the generosity of our fellow citizens that, in addition to providing assistance to Veterans and their families, we foster the Tradition of Remembrance amongst our youth, the leaders of tomorrow.

- 103.** Consider the importance of the Poppy Campaign to our nation. The Legion and its members are the Guardians of Remembrance, and the lines from John McCrae's poem — "... if ye break faith with us who die we shall not sleep, though poppies grow in Flanders Fields." — are as true today as when they were first written.

The Poppy Campaign commences on the last Friday of October and concludes on November 11.



THE POPPY MANUAL

- 104.** For an undertaking as important as the Poppy Campaign, the tools and procedures contained in this manual are necessary to ensure a productive and effective campaign. Article XI of the General By-Laws provides the direction necessary to operate the Poppy Campaign and to use Poppy Trust Funds. This manual provides the amplification to ensure that all are aware of what is to be done and how it is to be done. In short, the Poppy Manual has two goals:
- a.** to provide guidance and information to address planning, organizing, implementing, conducting and concluding the Poppy Campaign; and
 - b.** to describe the authorized uses of Poppy Trust Funds and the prohibitions on any other uses of these funds.
- 105.** The Poppy Manual also provides guidance on a number of other subjects, which are:
- a.** responsibilities of the persons who fill the various chairs;
 - b.** the Branch Campaign;
 - c.** the Do's and Don'ts of Poppy Trust Funds;
 - d.** the Control of Poppy Trust Funds;
 - e.** historical information on the Poppy as a Symbol of Remembrance; and
 - f.** guidelines governing the use of this Legion trademark.

Responsibilities

GENERAL

- 201.** In order for the Poppy Campaign to be successful, all Legion members at each level of the organization must cooperate and communicate with each other to the fullest. There is a saying — “a chain is only as strong as its weakest link” — and this holds just as true for the Poppy Campaign as anything else. In short, it is through the cooperative effort of each member that we achieve success.
- 202.** As with any endeavour, the more we know about our roles and responsibilities, the easier it is to understand where we fit into the big picture. This chapter is devoted to providing this information.

DOMINION COMMAND

- 203.** At Dominion Command, responsibility for all Poppy and Remembrance matters and activities is vested in the Poppy and Remembrance Committee.
- 204.** The specific responsibilities of this Committee are as follows:
 - a.** formulating policy recommendations for consideration by the Dominion Executive Council and Dominion Convention (as appropriate) that address activities that foster the Tradition of Remembrance, the Poppy Campaign, uses of Poppy Trust Funds and the Poppy symbol trademark;
 - b.** researching, creating, publishing and distributing Poppy and Remembrance promotional material for use during the annual campaign;
 - c.** researching, creating, publishing and distributing Poppy and Remembrance material suitable for use by the media during the annual campaign;
 - d.** researching, creating, publishing and distributing educational Poppy and Remembrance material to be used in schools;
 - e.** researching, creating, publishing and distributing Poppy and Remembrance material on the Internet directed at schools, but available to any person;
 - f.** considering applications for Poppy Trust Funds and the Poppy symbol trademark.

PROVINCIAL COMMANDS

- 205.** Each Provincial Command is responsible for planning, organizing, implementing and reporting all Poppy and Remembrance activities within the jurisdiction of the Command.
- 206.** The following is a list of the major tasks that must be undertaken, but the manner in which they are organized at each Provincial Command may vary:
- a. organizing and conducting Poppy Campaign workshops within the Command each year. The workshops are vital to the smooth operation of the annual campaign as it is here where all aspects of the Poppy program are discussed. Also, those attending the workshops have the benefit of learning from the experience of others;
 - b. ensuring that Legion policy addressing Poppy and Remembrance matters is passed down the chain of command;
 - c. bringing forward ideas and suggestions to Dominion Command to increase the efficiency of Legion Poppy and Remembrance activities;
 - d. ensuring that the groups within their area of responsibility have the appropriate tools to conduct effective campaigns;
 - e. ensuring that those members supervising the distribution of Poppy Trust Funds are fully aware of their responsibilities;
 - f. ensuring that Poppy Trust Fund returns are completed in accordance with the instructions provided in Chapter 6 of this manual and submitted on time.

Poppy Trust Funds are to be maintained in separate bank accounts from general funds.



DISTRICTS AND ZONES

- 207.** The Commanders at the District and Zone level also have a very significant role to play in the preparation and implementation phases of the Poppy Campaign. The responsibilities of these persons are as follows:
- a. assisting in the training of branch Poppy Committee Chairmen;
 - b. ensuring that each branch has an efficient committee and campaign organization;
 - c. ensuring that branch campaigns receive an appropriate level of exposure in the local media;
 - d. ensuring that Poppy Trust Fund accounts are maintained in separate bank accounts from general funds at branches;
 - e. ensuring that branch Poppy Trust Fund Committees provide Provincial Commands with timely annual financial statements that show income from the Poppy Campaign, expenditures for promotional aids, Poppy

material, campaign operating expenses and disbursements as required by Section 1206 of the General By-Laws.

NOTE: This Section does not provide District and Zones the Authority to collect or maintain a Poppy Trust Fund account.

BRANCHES

208. It is the responsibility of each Branch President to ensure that the following action is taken concerning the Poppy Campaign:
- a. appointing a Chairman of the Poppy and Remembrance Committee early and following up to ensure that a strong committee is in place;
 - b. verifying that the persons participating in the campaign receive instructions as to their roles and responsibilities;
 - c. ensuring that the Poppy Campaign is “the branch activity” of the year by motivating the executive committee and members to become involved;
 - d. if required, obtaining local authority to canvass;
 - e. ensuring that the Poppy and Remembrance material used has been manufactured by the authorized Dominion Command supplier and that it has been obtained through Provincial Command;
 - f. ensuring that Poppy Trust Funds are accounted for in accordance with Sections 1102 — 1104 and Section 1206 of the General By-Laws;
 - g. ensuring that Poppy Trust Fund accounts are audited annually;
 - h. **ensuring that the Branch Status Report: Poppy Trust Funds is completed by 31 October and submitted to the appropriate Provincial Command.** A copy of this form is shown on page 36 of this manual and instructions for its completion are contained in Chapter 6; and
 - i. ensuring that the general public is informed, through the local media, of the results of the campaign including the contributions received and the disposition of funds. (See Section 606)

Branch Status Report — Poppy Trust Funds must be completed by 31 October and submitted to the appropriate Provincial Command as soon as possible.

INTERNATIONAL ZONES AND BRANCHES

209. All aspects of the Poppy Program within the International Zones and Branches will be contained within the bylaws of the zone or branch in accordance with the Dominion Bylaws, and as approved by Dominion Command.

PROMOTIONAL AND REPORTING MATERIAL

210. In addition to this Manual there are other materials that are invaluable to the Poppy Campaign as follows:
- a. **Poppy Promotional Material Order Form: Stock Number 200802** — This form is used to order all of the promotional material required to mount a successful campaign. When completed, it is forwarded to your Provincial Command office which will fill your order;
 - b. **Promotional Material Catalogue: Stock Number 200807** — This catalogue contains pictures and descriptions of the promotional material listed on the form mentioned just above;
 - c. **Wreath Catalogue: Stock Number 200817** — This catalogue is one piece of paper which displays Poppies, Wreaths and Crosses and is listed on the order form above;
 - d. **Wreath and Poppy Order Form: Stock Number 200804** — This is the form that is used to order your Wreath and Poppy supplies for the campaign. When completed, it is forwarded to your Provincial Command office which will ensure that your order is filled; and
 - e. **Branch Status Report: Poppy Trust Fund — Stock Number 200837** — This form is used to report the income, expenses and disbursements of Poppy Trust Funds. **The report must be completed by 31 October** annually and forwarded to your Provincial Command office. Instructions for completing the form can be found in Chapter 6 of this manual.
211. As stated in Subsection 208.e., all Poppy Promotional & Reporting Material listed below including all Poppies and Wreath supplies **must** be ordered through Provincial Command.

SUMMARY

212. In summary, this chapter outlines the responsibilities for Poppy and Remembrance matters at the Dominion Command, Provincial Command, District, Zone and Branch levels of The Royal Canadian Legion. Each has a role and our success is dependent upon each person in this chain performing their responsibilities to the best of their ability.

The Branch Campaign

GENERAL

- 301.** The annual Poppy Campaign is not an administrative chore to be handled by a few branch officers or the secretary. The campaign is the most important branch project of the year and it must be conducted by a committee dedicated to this purpose. The size of the committee will vary depending upon the size of the branch and the population of the community. For example, in large metropolitan centres, experience has shown that a joint Poppy and Remembrance Committee comprised of representatives from all branches in the area has proven advantageous. As stated, local conditions will dictate the size of the committee, but it is imperative that the size of the committee meets the needs of the branch to ensure a full and effective campaign.
- 302.** The campaign is also an opportunity to involve other Veterans organizations, youth groups sponsored by the branch, and other community service organizations who wish to assist in fostering the Tradition of Remembrance. It must be remembered that The Royal Canadian Legion is responsible for the campaign and care must be taken to ensure that control of the campaign and of Poppy Trust Funds is maintained and remains fully in the Legion's care.

The Poppy Campaign is conducted under the authority of Article XI of the General By-Laws and all who assist must be aware of this fact. Under no circumstance is another Veterans organization or any other group authorized to account for, hold or distribute Poppy Trust Funds. Nevertheless, it is essential after the campaign to publicly acknowledge the support of other Veterans organizations or other groups (e.g. the local cadet unit) that have assisted in the Poppy Campaign.

OPENING THE CAMPAIGN

- 303.** The commencement of the campaign is governed by two factors.
- a. Ceremonial Opening**
 - i.** The ceremonial presentation of first Poppies to the Governor General and Lieutenant Governors will take place at ceremonial functions as arranged by Commands at the most appropriate time. It is to the advantage of the Legion to have ceremonial openings as it is an opportunity to receive positive publicity.

Every effort is made to arrange these ceremonies as close to the official opening date as possible, but flexibility must be maintained. **These ceremonial presentations are not to be considered as a start of the annual Poppy Campaign;**

- ii. the ceremonial presentation of the National First Poppy to the Governor General by the Dominion President will be coordinated by Dominion Command for an appropriate date prior to the actual campaign start date. When possible, the date for the ceremonial presentation of the National First Poppy will be advised by 1 September to all Provincial Commands;
 - iii. presentation of Provincial First Poppies by Provincial Commands to Lieutenant Governors and any other First Poppy presentations by branches shall be actioned at a convenient date **subsequent** to the presentation of the National First Poppy to the Governor General.
- b. **Official Opening:** Subsection 1101.c., of the General By-Laws, states that the distribution of Poppies to the general public **commences no earlier than the last Friday in October and concludes on 11 November.**

Poppy Campaign begins the last Friday in October and concludes on 11 November.

THE BRANCH POPPY COMMITTEE

CHAIRMAN

304. The key to a successful campaign rests with the Poppy Committee Chairman, who is appointed by the Branch President. The Chairman must be capable of exercising leadership, have the ability to build consensus and, in general, be a person who has the trust and respect of the committee members. The Chairman is also responsible to ensure that the people participating in the campaign receive instructions as to their roles and responsibilities. The position of Chairman can be challenging, but it is a position that every member should aspire to, as it is during the Remembrance period that we renew our pledge to 'not break faith'.

VICE-CHAIRMAN

305. The need to appoint a Vice-Chairman cannot be over-emphasized. This person assists the Chairman in any way possible and provides continuity in the event that the Chairman cannot carry on.

SUB-COMMITTEES

- 306.** A list of sub-committees needed to ensure a successful campaign has been compiled. Local conditions will dictate the degree to which a formal organization is required however, it must be remembered that the following responsibilities must be addressed, be it by a sub-committee or by an individual:
- a.** Publicity and Promotion;
 - b.** School Distribution;
 - c.** Speakers Bureau Coordinator;
 - d.** Material and Supplies;
 - e.** Advance Sales, wreaths and crosses;
 - f.** Telephone and Communication;
 - g.** Area Planner and Dispatcher;
 - h.** Door-to-Door Canvassing;
 - i.** Office and Factory Canvassing;
 - j.** Mail Campaign; and
 - k.** Poppy Trust Fund Treasurer.
 - l.** Poppy Sticker program coordinator

PUBLICITY AND PROMOTION CHAIRMAN

- 307.** The chairman responsible for the Publicity and Promotion Sub-Committee must be familiar with all of the promotional material that is available to assist with the campaign. The material is listed in the Promotional Material Catalogue, described in Chapter 1, and it can be ordered through the Provincial Command which orders all Poppy Promotional Material from Dominion Command supply system. This action should be taken well in advance of the campaign, early to mid summer is best. In addition to knowing what is available to assist with publicity, the member is also responsible for:
- a.** ensuring that branch members understand the theme of the campaign and have sufficient detail to discuss it with others. In order to ensure that everybody is aware of the plan, a briefing is required well in advance of the campaign;
 - b.** being familiar with video tapes that have a Remembrance theme, which are shown in the Promotional Material Catalogue and included on the Poppy Promotional Material Order Form;
 - c.** implementing Remembrance activities for local schools. These activities must be planned well in advance and cooperation, advice and assistance must be sought from teachers, administrators and school boards. The following is a list of the major activities involved with the school program.

- i. provide schools with the names of and a means to locate speakers who have been identified by the Event Speakers Coordinator as willing to speak to students on the subject of Remembrance;
- ii. create and distribute a Remembrance Program for use at school assemblies;
- iii. provide advice and assistance as requested.

SCHOOL DISTRIBUTION

308. The Chairman of the School Distribution Sub-Committee has a very important task. The distribution of Poppies to our youth at school is one of our most important responsibilities. For many students, this is their first real exposure to the Tradition of Remembrance and if it is done in a positive manner, it will have a lasting impact. Distribution of Poppies must be done in a systematic manner to ensure that no one is overlooked. It should also be remembered that this activity is separate and set apart from the Poster and Literacy Contests which occur earlier in the fall.

EVENT SPEAKERS COORDINATOR

309. The duties of the **Event Speakers Coordinator** Sub-Committee is to locate and enlist individuals who are willing and able to speak to students on the subject of Remembrance. It is necessary to identify a number of speakers and the number required will be determined by local conditions. It is vital that these persons have a good understanding of the importance of fostering the Tradition of Remembrance in the schools and be willing to make themselves available on short notice. Once these speakers have been identified, it is important to pass their names along to the Publicity and Promotion Sub-Committee.

MATERIAL AND SUPPLIES

- 310.** The Materials and Supplies Sub-Committee is responsible for:
- a. assessing the amount of Poppy and Remembrance material needed for the campaign;
 - b. obtaining the appropriate order forms through the Legion Supply system;
 - c. ordering a sufficient quantity of promotional material from the applicable Provincial Command. The material is shown in the Promotional Material Catalogue;
 - d. ordering Poppies and Wreaths in a timely manner — for example not later than mid summer;
 - e. ensuring that the Poppy material on hand, such as trays and info cards, are in good repair and of adequate quantities.

ADVANCE SALES

- 311.** The tasks for the Advance Sales Sub-Committee begin in early fall and should be completed by the first week in November. This sub-committee operates on the principle that the more wreaths on display in the community, the greater the level of public consciousness and the greater the support for the campaign. The principal responsibilities of the sub-committee are as follows:
- a.** canvass all commercial outlets in the branch area and offer the opportunity to obtain wreaths and other Poppy Promotional items to display in the business establishment during the Remembrance period. It is advisable that the canvassers be in possession of catalogues, which are described in Chapter 2, to show the type of Remembrance material that is available. While branches are authorized to sell wreaths and distribute Poppies to these businesses throughout the Fall, it is imperative that no Remembrance material be placed on display in any establishment until the official start of the campaign;
 - b.** arrange for wreaths to be placed at the Cenotaph by a Legion member if the purchaser desires; and
 - c.** at an appropriate time after the Remembrance Day service, ensure that the wreaths are removed from the Cenotaph.

It is not mandatory that wreaths and crosses collected from the Cenotaph be destroyed. They may be used in another manner to promote Remembrance, such as for display at community cemeteries or placement at veterans' gravesites. Used wreaths and crosses **SHOULD NOT** be re-sold.



TELEPHONE AND COMMUNICATION

- 312.** The principal activity of the Telephone and Communication Sub-Committee is to recruit canvassers — “the people who poppy”. It is this group that has the greatest influence on the success or failure of the campaign. The Poppy Committee Chairman must devote a great deal of effort to determine the manner in which this group will be structured. The method of the Sub-Committee’s operation will vary from branch to branch and the following points should prove useful:
- a.** place a notice on the branch bulletin board immediately after Labour Day to inform the members of the approach of the Poppy Campaign, remind the members that they have a duty to help, explain the essential role the canvassers have to play and request volunteers;
 - b.** publish the notice in the September and October branch newsletters and include a method for members to reply;
 - c.** consider sending a letter to each member of the branch requesting that they advise the time and date they wish to “poppy” and follow up with a telephone call to confirm participation;
 - d.** one week before the campaign confirm the availability and scheduling of the volunteers;

- e. pass a list of the volunteers to the Poppy Campaign Dispatcher; and
- f. last and most important — Be sure to remind your volunteers to be on time. Other may have plans and your being late may negatively affect their plans. Be considerate.

AREA PLANNER AND DISPATCHER

- 313. The ideal member for this position is a person who has an intimate knowledge of the local area. The responsibilities are:
 - a. ensuring that transportation is available for the canvassers and that those canvassing are picked up when their shift is finished;
 - b. scheduling canvassers so that high pedestrian traffic areas are manned on a continuous basis;
 - c. knowing how many canvassers are required at a specific location at any one time;
 - d. ensuring that an appropriate level of supervision is provided for any youth who are canvassing; and
 - e. responding to the needs of the canvassers.

DOOR-TO-DOOR, OFFICE AND FACTORY CANVASSING

- 314. Some branches have found that these types of canvassing can be very successful and the same guidelines outlined for the Area Planner and Dispatcher apply.

MAIL CAMPAIGN

- 315. Solicitation of funds through a mail campaign can be used in areas where other methods of distributing poppies is impractical. To conduct a Mail Campaign the Sub-Committee Chairman should be aware that the best results can be achieved by including an addressed return envelope with the Poppy and request for donation. Branch members should also be included in the mailing. It is useful to compile a list of prospective contacts asking for contributions. The list should include business establishments as well as influential groups and people.

POPPY TRUST FUND TREASURER

- 316. The Poppy Trust Fund Treasurer Sub-Committee requires a separate room with an adequate level of security in which to carry out its tasks.
- 317. The members must be aware of the following administrative requirements:
 - a. each collection box given to a canvasser must be marked, sealed and registered before it is used;
 - b. upon return of a collection box, the location of the canvassers and time and date of return are to be recorded and the donations counted as quickly as possible;

- c. statistics need to be kept of the location where canvassers have been placed and, if possible, an hourly count of funds donated. This action provides the opportunity to assess the success of the campaign in the different areas of the community. For example, there may be a requirement for additional canvassers or if a canvassing location is very busy or if sparse, fewer canvassers will be required. Also, the information will be of great help when preparing for the next Poppy Campaign;
- d. funds are to be deposited as quickly as possible into a Poppy Trust Fund Bank Account which is **separate** from other branch accounts; and
- e. Poppy Trust Funds must remain under the control of the Legion. Other Veterans groups or organizations should not be permitted to take part in soliciting or distributing Poppy Trust Funds.

POPPY STICKER PROGRAM COORDINATOR

318.

- a. In 2006 the Dominion Poppy and Remembrance Committee developed a poppy sticker in response to the many requests received which asked for an alternative to the traditional pin poppy. The committee was also concerned that our Veterans who reside in various facilities were denied the opportunity to participate in the annual Remembrance period by not wearing a poppy.

During the same period the food industry also expressed concerns regarding the use of traditional pin poppies in the various kitchens, restaurants, cafes and diners across Canada. Since then many who work in the food industry have used the poppy sticker as a means to participate in remembering Canada's lost war heroes.

Following the successful introduction of the poppy sticker the same committee began to develop a program designed to promote the distribution of poppy stickers to our Veterans who are housed in various facilities across Canada. In 2006 the first "Poppy Sticker Day" was held in selected locations across Canada. The continued success of these branches in distributing Poppy Stickers to our shut-ins is the inspiration behind seeing this program expand across Canada.

The following year the program was expanded to include primary schools. A brochure was created, which outlines the program, how it is to be conducted and helpful hints that will ensure success. The brochure can be found on the Dominion Command Website.

THE CAMPAIGN CHECKLIST— "PUTTING IT ALL TOGETHER"

- 319.** The following checklist is intended to be used as a quick reference. For additional information, the previous Section outlining the duties and responsibilities of the applicable Sub-Committee Chairman needs to be consulted.
- a. form a committee that knows the area and is willing to work hard;
 - b. the complete committee should attend the available Poppy and Remembrance seminar;
 - c. contact all branch members to seek their assistance;
 - d. should the branch have a full time secretary/manager, the committee must work closely with this person to ensure that all necessary supplies are ordered in a timely manner;
 - e. recruit Area Captains, including members of the Ladies Auxiliary, at the September branch meeting, stressing the importance of creating a canvassing team — early recruiting of teams boosts success;
 - f. arrange for the Captains to be in charge of street distribution;
 - g. ensure that there is sufficient material for teachers and speakers and that Poppies are available for all schools in the branch area. It is not unreasonable to expect education administrators to assist in defining the requirement;
 - h. make personal contact with businesses (corner stores, service stations, restaurants, financial institutions, retailers, etc) to obtain permission to place poppy trays (silent solicitors) in their establishments;
 - i. contact churches to determine if they wish to purchase a Cross or Wreath and be prepared to supply background material for inclusion in sermons, etc.;
 - j. consider a Poppy Sticker Day by visiting shut-ins on either the first or second Sunday of the Remembrance Period;
 - k. ensure no other branch activities, such as meetings, other canvasses or special entertainment, interferes with the Poppy Campaign;

- l.** use the Branch Publicity Sub-Committee Chairman to the best advantage by keeping that person fully informed of all campaign activities and use the material provided to its full advantage;
- m.** review past lists of donors, contact them and encourage them to provide another donation;
- n.** have at least one member of the Poppy Committee on duty in the branch at all times during the Poppy Campaign;
- o.** the week prior to the Poppy Campaign, confirm with the Captains that their teams are ready. Suggest to new Captains that it is desirable that they visit their area of responsibility to become familiar with the geography, if not already done;
- p.** confirm the availability of the other volunteers and youth groups that will assist during the campaign;
- q.** collect and number the coin boxes;
- r.** deliver Poppy trays to all of the locations that have agreed to accept them;
- s.** implement a procedure to ensure that supplies do not run short. Do not allow large amounts of money to accumulate and change the boxes frequently to reduce the amount of money left unattended;
- t.** it is desirable to complete the door-to-door canvassing in one day, in the event it must be done over two or three days, ensure that sufficient canvassers are available;
- u.** have plastic bags available to cover canvassing trays in the event of inclement weather;
- v.** at the conclusion of the campaign, ensure that the pick up of leftover material is managed in as professional a manner as the campaign itself;
- w.** when the campaign is over, use the media to acknowledge those groups which assisted in the campaign and to thank the community publicly; and
- x.** Pray for fine weather!

POPPY MATERIAL RENTAL COSTS

320. In reference to Subsection 1104.c. of the General By-Laws, Branches and Commands may charge “pre-determined storage costs” of Poppies and wreaths, promotional aids and canvassing supplies to the Poppy Fund. However such costs will be determined by Dominion Command.

a. for Commands:

- i. Interior space in the Command building—A maximum of 200 sq. ft. may be compensated at \$7 per sq. ft./year for a full 12 months (\$1400 a year maximum); and
- ii. Exterior warehouse space—A maximum of 200 sq. ft. at \$3.50 per sq.ft./year for a full 12 Months (\$700 a year maximum).

b. for Branches: (prior command approval is required)

- i. Interior space in the Command building—A maximum of 200 sq. ft. may be compensated at \$7 per sq. ft./year for a full 12 months (\$1400 a year maximum); and
 - ii. Exterior warehouse space—A maximum of 3 months for 200 sq. ft. at \$3.50 per sq. ft./year (a total maximum of \$175 per year).
- c. The manner of administering requests from branches to charge pre-determined storage costs to the Poppy Fund is left to the discretion of the Provincial Commands.

AFTER THE CAMPAIGN

321. It is not mandatory that wreaths and crosses collected from the Cenotaph be destroyed. They may be used in another manner to promote Remembrance, such as for display at community cemeteries or placement at Veterans’ gravesites. Used wreaths and crosses SHOULD NOT be re-sold.

Funding is available for emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period but may be offered more than once to an individual.



The funds may only be used for emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period but may be offered more than once to an individual.



The Do's Of Poppy Trust Funds

ELIGIBILITY

401. Poppy Funds are made available through the generosity of the Canadian public and are part of the public trust between Canadians and the Legion. To safeguard this bond, Poppy Trust Funds must be held in trust at each level of the organization. They may not be used as, or in place of, general or any other Branch funds.

Credibility and public support are enhanced when funds are used in the correct and proper manner. The improper use of these bylaws and guidelines may cause the offending branch or command the penalty of repaying amounts not properly approved, from general funds.

The basic purpose and obligations of the Poppy Trust Fund are to assist a Veteran as defined in Subsection 101.d of the General By-Laws.

Funding to ex-service personnel of allied countries who reside outside Canada and their families who are in need of assistance may also be considered. These funds will be made only through the Royal Commonwealth Ex-services League, (RCEL)

Application for special use of Poppy Trust Funds must be submitted to Provincial Command Offices for approval.



NOTE: Affiliate members are **NOT** eligible for poppy fund uses.

APPROVED USE OF POPPY TRUST FUNDS

402. The following are approved uses of Poppy Trust Funds. Prior permission may be required in some cases, when unsure you should contact your Provincial Command for guidance.

i. Campaign

- a. the purchase of Poppies, wreaths, canvassing supplies and promotional material for the annual Poppy Campaign.
- b. predetermined storage costs for Poppies, wreaths, canvassing supplies and promotional material refer to your Provincial Command for guidance on rental space and compensation limitations. (See Section 320 of the Poppy Manual.) Prior Provincial Command approval may be required in some commands.
- c. reasonable local administrative costs associated with the Poppy Campaign. These local costs are those directly related to the campaign such as telephone charges, coin wrappers, postage, stationary, advertising, bank charges as well as refreshments

and light lunches for canvassers and/or volunteers (defined as coffee, juice, soup, sandwiches or donuts). Other administrative costs of a similar nature may be considered. Receipts may be required. Alcoholic beverages will not be authorized.

ii. Ceremony

- a. funding of the 2 Minutes Wave of Silence program at all levels of the Legion.

iii. Assistance

- a. reasonable expenses of the Provincial Command Service Officer that are directly related to service work, as defined by the Provincial Command.
- b. reasonable expenses of the Branch Service Officer that are directly related to service work. Examples are: Mileage expense at the current provincial rate (not Fuel Expense) to assist a Veteran to attend an appointment. Costs related to renting, maintaining and supplying an office for the branch service officer is **NOT** authorized.
- c. personal comforts for Veterans and their widows/widowers who are hospitalized, in long term care facilities, in a nursing home or who are incapacitated and are being cared for at home. These comforts are defined as food items (confectioneries, fruits, sweets, etc.), reading material, flowers, personal toiletry items, writing materials, postage and temporary TV rental. Other costs of a similar nature may be considered.

iv. Accounting costs

- a. reasonable expenses incurred for the required external audit / review of Command/Branch Poppy Trust Funds. For branches that do not have an external audit/review but pay a bookkeeping agency to maintain the branch accounts, Poppy Trust Funds are authorized for this service but are limited to the percentage of work attributed to the Poppy Trust Fund account only and not on other Branch or general accounts.

v. Seminars

- a. reimbursement of reasonable expenses incurred by the Branch Poppy and Remembrance Chairman or, if required expenses for his/her replacement to attend Poppy and Remembrance seminars. Reasonable expenses of the Branch Veterans Service Chairman OR Branch Service Officer to attend are also authorized.

vi. 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 ; **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.

- b. Poppy Trust Funds may also be donated to a centralized Command bursary fund.
- c. distribution of Poppy and Remembrance material, as authorized by Dominion Command to be used in schools.
- d. prizes for Poster and Literacy Contests.

A bursary is given for need, unlike a scholarship, which is awarded for scholastic achievement.



SPECIAL USE EXPENDITURES

403. This Section provides guidelines for the use of Poppy Trust Funds considered 'special' in nature. Branches must submit an application for use of funds in this Section to their Provincial Command Offices, on the approved form, prior to the funds being used. Making the same expenditure to the same recipient in subsequent years will require a new submission.

In accordance with Subsection 130.b. of The General By-Laws, the financial year for Poppy Funds shall commence on the first day of October in each year and terminate on the thirtieth day (30th) September the following year. References to "annual" or "yearly" basis refer to this timeframe.

Cadet units are defined as Sea Cadets, Army Cadets, and Air Cadets.

i. Approval Process

- a. Prior to funds being utilized for "special uses", the Branch Poppy Trust Fund Committee must obtain approval for the proposed expenditure at a general meeting of the branch.
- b. The request for funds should include – the amount, the intended recipient(s), the current balance of funds held in trust at the time the request is made, the purpose of the request and the date of the General Meeting at which the decision to request approval was given.
- c. A sample form is provided in this manual. Your Provincial Command may have its own Special Uses Form available.
- d. Several commands maintain that failure to secure approval prior to the funds being used, will result in the offending branch being required to repay the amount from branch general funds.
- e. For each Special Use Expenditure outlined in this article branches are limited by the maximum percentage of the account balance as specified in

An allotment would be for assistance to Cadet units, not reimbursements for individual expenses.



each use. Multiple allocations may be made in each use, however, the total amount allocated under each individual use may not exceed the maximum percentage. Example: you may donate to several cadet corps or squadrons in the same year, provided that the total does not exceed 20% of the balance in your account as outlined above.

- f. Poppy Trust Funds may be donated to Provincial Command Charitable Foundations provided they are organized for the purposes outlined above.

ii. Authorized Special Use Expenditures

In all cases, and subject to prior approval by Provincial Command, a branch or group of branches may make an allotment not exceeding the specified amount in each case. All percentages are maximum amounts.

a. Housing Accommodation or Care Facilities:

(prior Provincial Command approval is required)

50 percent of the current balance, to purchase, construct, repair or furnish housing accommodation and care facilities, including hospital wards/rooms for veterans, elderly or disabled persons.

b. Medical Training and Medical Research:

(prior Provincial Command approval is required)

50 percent of the current, for medical training and medical research directed to geriatric and other veteran support or for community medical appliances such as but not limited to, "jaws of life", photo imaging cameras and defibrillators which will assist in the care of Veterans.

c. Senior Services: (prior Provincial Command approval is required)

50 percent of the current balance, for support of drop-in centers for Veterans, the elderly and support of meals on wheels services only as long as these provide known support to Veterans in the community.

d. Relief of Disasters:

(prior Provincial Command approval is required)

50 percent of the current balance, for donations for relief of disasters declared by the federal or provincial governments.

e. 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.

f. Support of Cadet Units:

(prior Provincial Command approval is required)

20 percent of the current balance, to support and encourage Cadet Units that have assisted the branch with the Poppy Campaign or other Remembrance activities. Cadet units are defined as Sea Cadets, Army Cadets, and Air Cadets. An allotment would be for assistance to Cadet units, not reimbursements for individual expenses. See "Example" 403.i.e.

g. 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.—also see Subsection 403.ii.h.

h. Transportation:

(prior Provincial Command approval is required)

50 percent of the current balance, for occasional day trips for Veterans—also see Subsection 403.ii.g.

i. Accessibility Modification:

(prior Provincial Command approval is required)

50 percent of the current balance, to cover the cost of installation, maintenance and repair to personal lifting devices installed in branches for the purpose of assisting Veterans, their families and other persons with disabilities.

Installing or retrofitting the branch's handicap access entrance with a handicap ramp and door operator. If necessary, funding for a replacement door in this instance only is also authorized.

To cover the cost of installation of a washroom door, toilet and sink for the purpose of assisting Veterans, their families and other persons with disabilities.

j. Call to Remembrance Program:

(prior Provincial Command approval is required)

10 percent of the current balance, for the purpose of supporting the Call to Remembrance Program.

k. Coin Sorting Machine:

(prior Provincial Command approval is required)

10 percent of the cost of a coin machine designed to count/sort/wrap coins collected during the annual poppy campaign. Group funds or larger branches may make application under this Section for a

greater percentage, the approving authority will be the Provincial Command.

l. Veterans' Reading Program:

(prior Provincial Command approval is required)

5 percent of the current balance, for the purpose of funding a Veterans' Reading Program for students.

m. Veterans Transition Programs:

(prior Provincial Command approval is required)

25 percent of the current balance, for the purpose of funding Veterans Transition Programs partnered with registered institutions that are directly related to the training, education and support needs of Veterans.

n. 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.

o. Not For Profit Veterans Assistance Based Organizations

(prior Provincial Command approval is required)

10 percent of the current balance, for the purpose of supporting organizations dedicated to the support of ill and injured Veterans. Not For Profits may qualify provided they supply a direct need to Veterans and their families. When in doubt, contact your Provincial Command.

Should a circumstance arise that is not addressed, advice from Provincial Command must be sought.

Poppy Trust Funds may not be used for administrative and operational expenses of Not for Profit organizations.



Application for Special Use of Poppy Trust Funds

Application For Special Use Of Poppy Trust Funds



(Please print)

Command: _____ Branch Name: _____ Branch No.: _____

Branch Address: _____

Branch Telephone No.: _____ Branch Fax No.: _____

Contact Name: _____ Contact Phone No / email: _____ Date: _____

Poppy Manual Section 403 **USE OF FUNDS CATEGORIES** (Check only one of the following boxes)

- Poppy Manual Subsection 403.ii.a: Housing Accommodation or Care Facilities (Choose all which apply)**
 - Purchases Construction Repair Furnishings
- Poppy Manual Subsection 403.ii.b: Medical (Choose one of the following)**
 - Community Medical Appliance Medical Training Medical Research
- Poppy Manual Subsection 403.ii.c: Senior Services (Choose one of the following)**
 - Drop-in Centres for the Elderly Meals on Wheels
- Poppy Manual Subsection 403.ii.d: Relief of Disasters declared by the Federal or Provincial Government**
- Poppy Manual Subsection 403.ii.e: Monuments**
- Poppy Manual Subsection 403.ii.f: Support of Cadet Units**
- Poppy Manual Subsection 403.ii.g: Annual Veterans Visit**
- Poppy Manual Subsection 403.ii.h: Transportation**
- Poppy Manual Subsection 403.ii.i: Accessibility Modification**
- Poppy Manual Subsection 403.ii.j: Call to Remembrance Program**
- Poppy Manual Subsection 403.ii.k: Coin Sorting machine**
- Poppy Manual Subsection 403.ii.l: Veterans' Reading Program**
- Poppy Manual Subsection 403.ii.m: Veterans' Transition Programs**
- Poppy Manual Subsection 403.ii.n: Post Traumatic Stress Disorder—Service Dogs**
- Poppy Manual Subsection 403.ii.o: Not For Profit Veterans Assistance Based Organizations**

Poppy Account Balance (as of September 30, last) \$ _____ Current Poppy Account Balance: \$ _____

Projected Cost: \$ _____ Amount Requested: \$ _____

Description of how the funds will be used or item being donated: _____

_____ Date of General Meeting at which this expenditure was approved: _____ (yyyy/mm/dd)

Motion Moved By: _____ Motion Seconded By: _____

Signature: _____ Signature: _____
Poppy Chairman / Treasurer Branch President / Administrator

PROVINCIAL COMMAND APPROVAL

YES By: _____ Date: _____

NO: More information is required, please complete highlighted areas and return to Command.

April 2016 200844

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The Don'ts Of Poppy Trust Funds

501. The following expenditures are not authorized:

The following are **unauthorized** expenditures that have been identified over the years. If you are considering an expenditure that is not listed in either Chapter 4 or 5, you should contact your Provincial Command prior to the expenditure being made.

Failure to do so, or should you misuse these guidelines, will result in the branch being required to repay the full amount to the Branch Poppy Trust Fund from the Branch General Fund.

- i. Campaign (not authorized)
 - a. hot meals and alcohol-based beverages for Poppy Campaign organizers, workers and volunteers. Examples of unauthorized expenditures would include restaurants and eateries that would not be considered able to provide a meal at minimal expenses. Provincial commands may demand that branches provide proof of repayment to the Branch Poppy Trust funds.
- ii. Ceremony (not authorized)
 - a. expenses incurred for Remembrance Day ceremonies and Decoration Day ceremonies.
 - b. the installation of public address systems at cenotaphs.
- iii. Funerals (not authorized)
 - a. the purchase of floral tributes or wreaths for deceased Veterans or their families.
 - b. lunches or refreshments related to the funeral of Veterans.
 - c. payment for funerals or miscellaneous funeral home expenses.
 - d. the payment for the service of a bugler/piper or musicians at the funeral of Veterans.
 - e. the purchase of cemetery plots, flag-poles, Flags and accessories.
 - f. the purchase of headstones, grave markers, memorial plaques for cenotaphs.
- iv. Assistance (not authorized)
 - a. the payment of property taxes for Veterans.
 - b. the money for death benefit funds at branches. (Some branches collect and provide a funeral benefit plan for members. Poppy funds cannot be included in these plans.)
 - 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)

- d. the provision of loans.
- e. the purchase of comforts for senior citizens in hospitals or nursing homes that do not meet the criteria listed in Sections 401 of this manual.
- f. general or non-specific donations to charities, registered or non-registered, that do not meet the criteria listed in Sections 401, 402 or 403 of this manual. Examples include, Heart and Stroke Association, Canadian Cancer Society, March of Dimes, or for administrative or operational expenses of any organization. When in doubt contact your provincial command for direction.
- v. Education (not authorized)
 - a. the funding of scholarships.
 - b. the purchase of equipment for showing Remembrance films.
 - c. public speaking events
 - d. honour roll plaques for schools.
- vi. Branch (not authorized)
 - a. any expenses incurred at conventions.
 - b. renovations of any sort to branch premises except as outlined in Subsection 403. ii.i.
 - c. the purchase of medals, including war medals.
 - d. branch related utilities, expenses and leases, rent and mortgages
- vii. Community (not authorized)
 - a. donations to community events, schools, youth groups (except cadets) or Legion oriented programs.
 - b. public service projects such as donations to churches, memorial funds, recreational facilities, furnishings and non-medical equipment for hospital wards/rooms.

Note: To conclude the discussion addressing the list of prohibitions outlined above, the expenditure of Poppy Trust Funds on any of these activities is prohibited. When in doubt, contact your Provincial Command.



Control Of Poppy Trust Funds

POPPY TRUST FUND COMMITTEE

601.

- a. Each branch shall establish a Poppy Trust Fund Committee. Although this Committee has responsibility for accounting, disbursing and reporting the status of the Poppy Trust Fund, it is responsible to the members of the branch. Poppy Trust Funds are public funds which are held in trust and the branch is responsible for this function;
- b. Poppy Trust Funds may be distributed only as authorized by Article XI of the General By-Laws and this manual. All decisions related to the control and distribution of Poppy Trust Funds must remain within the jurisdiction of The Royal Canadian Legion through designated Legion members only.

GRANTS AND BURSARIES

602. The Committee shall report expenditures and disbursements at General Meetings of the branch as follows:

- a. the total amount of funds provided to individuals and the number of individuals shall be reported however, the names of specific recipients are not to be reported without the written consent of the recipients, and/or their parents and/or guardians, as applicable;
- b. the total amount of funds and the number of individuals who received a bursary shall be reported; however, the names of recipients are not to be reported without the expressed written consent of the recipients and/or their parents and/or guardians, as applicable;
- c. Provincial Commands that receive funds for bursaries from Dominion Command shall report expenditures as defined by Dominion Command from time to time.

SPECIAL USE PURPOSES

603.

- a. When it is proposed that funds be utilized for "special uses", as allowed for in Section 403 of this manual, the Branch Poppy Trust Fund Committee is to seek approval for the proposed expenditure at a general meeting of the branch. The date of the general meeting and the motion recommending the expenditure are to be included in the request for approval forwarded to the applicable Provincial Command. A sample application form is included in this manual.

- b. In some cases branches hold fewer than 4 Meetings per year. In such cases the Branch Executive Meeting may approve the application for "Special Uses". In such cases the application will clearly state that it was approved by the Branch Executive Meeting. Branches who misuse this Section will be required to repay any funds found to be granted in error, from the branch general funds. Branch officers who abuse this Section are subject to penalty under Article III of the Dominion General Bylaws. A copy of the Executive Meeting Minutes shall be included with the request to your Provincial Command.

BRANCH SERVICE OFFICER

604. It is imperative that the Branch Service Officer be included as a member of the Poppy Trust Fund Committee as he/she can provide valuable guidance as to the manner in which Poppy Trust Funds may be utilized. The assistance that this person can help guide the Poppy Committee in the proper use of the Branch Poppy Trust Fund.

PROHIBITED EXPENDITURES

605. It is prohibited to commit to Poppy Trust Fund expenditures in advance of any Poppy Campaign.

PUBLIC NOTICE

606. Prior to commencing the annual Poppy Campaign, branches shall provide the public with a financial statement through local media either by paid advertising or through a public service announcement or on their locally advertised website. Branches can also co-share such requirements with other branches, within their district and zone to minimize expenses.

Poppy Funds received from the public, must be held in trust and disbursed according to Legion policy.

POPPY TRUST FUNDS AND THE PUBLIC

607. As has been stressed throughout this manual, funds collected during the annual Poppy Campaign do not belong to the Legion, but the Legion is responsible for these funds. The funds have been contributed by the Canadian public to honour the memory of those who paid the supreme sacrifice as a means to assist with the Tradition of Remembrance and to permit the Legion to assist persons and activities that have been defined as being eligible to receive these funds. The funds are Public Funds and the Legion, at all levels, is charged with the trust of overseeing disbursements in an appropriate and transparent manner.

Poppy Funds received from the public, must be held in trust and disbursed according to Legion Bylaw and policy.

- 608.** A Command, branch or group of branches may hold Poppy Trust Funds for a short term in government or corporate bonds or other readily transferable securities authorized by the appropriate legislative body for the investment of trust funds. 'Short term' is defined as less than two (2) years.

RECORD KEEPING

- 609.** Generally, the public does not understand what Poppy Trust Funds are used for and the following must be borne in mind by all persons involved in the administration and reporting of Poppy Trust Funds.
- a. as Poppy Trust Funds are public funds, the public has a right to know what they are used for;
 - b. Legionnaires, in addition to being members of the branch, are also members of the public and they have as much right to know what Poppy Trust Funds are used for as any citizen;
 - c. the fund must be kept in a separate trust account;
 - d. the public must be informed, at least annually, of the results of the campaign and the disbursements emanating from the previous year's campaign (see Section 606 of this manual);
 - e. it is the responsibility of the Poppy and Remembrance Chairman to correct any misinformation circulated concerning Poppy Trust Funds;
 - f. at the conclusion of the campaign, comprehensive reports must be prepared that detail the monetary success of the campaign, what was done, by which group and where improvements can be made. The purpose of these reports is two-fold — they provide a permanent record of the activity that can be reviewed and they are invaluable to the group that will take on next year's campaign.

BRANCH FINANCIAL REPORTS, POPPY TRUST FUND

- 610.** Submitting financial returns on Poppy and Remembrance activity is of the utmost importance in that the information is required for the following reasons:
- a. it is through the analysis of the returns that the success of the campaign can be measured;
 - b. they highlight strengths and weaknesses and assist Provincial Command Poppy Committees and Dominion Command to plan campaigns;
 - c. in some provinces, Public Contribution Acts make it mandatory to submit a return;
 - d. the returns serve to maintain and enhance our credibility; the submission of complete and accurate

Poppy reports make it possible for Dominion and Provincial Commands to provide accurate information to the public.

611. Subsection 1206.c. of the General By-Laws states that report submission is mandatory.

[each command shall] “establish rules to ensure that Poppy fund campaign returns are made to it with reasonable promptness by Branches and groups of branches in that Command;”

PROVINCIAL COMMANDS, FINANCIAL REPORTS

612. Provincial Commands are required to submit the following returns:
- an annual audited statement of the Command Poppy Trust Fund Account for the previous fiscal year. **The return is due at Dominion Command by 31 December each year.** Subsection 1206.b. of the General By-Laws refers;
 - the status of the Poppy Campaign conducted within the Command. For example, the report on the **2015** campaign is to be provided to Dominion Command by **1 March 2017.**

BRANCH STATUS REPORT — POPPY TRUST FUND

613. The Poppy Trust Fund Branch Status Report used at the branch level has been revised for simplicity and a sample is included in this manual.
614. The Poppy fiscal year covers the period 1 October and ends 30 September of the following year and the report includes the most recent Poppy Campaign and the disbursements made up until the following September.

For example, let us assume that the report is being completed for the period 1 October 2014 to 30 September 2015. The funds to be reported are the balance of the Poppy Trust Fund as of 1 October 2014, the money collected during the November 2014 Poppy Campaign and the funds disbursed up to and including 30 September 2015.

Branch Status Report – Poppy Trust Fund is due at your Provincial Command office by 31 October of the reporting year.

615. The form is to be completed in the following manner:
- Title Line:** The name of the branch and Command are required. The date of completion is the actual date the form is completed;
 - Poppy Trust Fund Statement:** The year used with these dates is the current Poppy year. For example, if this report is being prepared **20 October 2016,** then the

Poppy year commenced **1 October 2015** and ended **30 September 2016**

- c. **Due Date:** The completed form is due at your Provincial Command office by **31 October of the reporting year**. The sample report being used throughout this manual is a Poppy year that commenced **1 October 2015** and ended **30 September 2016**. Therefore, in this example, the Poppy Trust Fund Status Report is due at the Provincial Command office no later than **31 October 2017**;
- d. **Opening Balance:**
- i. **A** – The amount of money to be shown here is the balance in the Poppy Trust Fund as of 1 October of the current Poppy year.
- e. **Activity:**
- i. **B – Income from campaign and all other sources** - The total amount of money received from all sources – Poppy Campaign, other donations, gifts, etc, is to be shown in this box;
- ii. **C – Sub Total - A + B = C** - Box A and Box B are added together to obtain this sum;
- iii. **D – Campaign Expenses** -
1. **Poppies and Wreaths** – Enter the amount of money paid to your Provincial Command office for this material;
 2. **Promotional Material** – Enter the amount of money paid to your Provincial Command office for this material;
 3. **Stamps** – Enter the total spent on postage;
 4. **Advertising in Local paper** – Enter the cost of advertising the campaign in local papers;
 5. **Other Local Expenses** – – Enter the cost of administering the campaign locally and attach a breakdown of expenses. Guidance concerning expenses that are considered reasonable and appropriate can be found in Chapter 4 of this manual, or by contacting your provincial command;
 6. **Sub Total – D1+D2+D3+D4+D5=D6**. Enter the sum of D1 to D5 inclusive in Box D6 to obtain the amount of the subtotal.

iv. E — Disbursements -

1. **Grants to Veterans and their families** – Enter the amount of funds distributed for this purpose in accordance with Section 1104 of the General By-Laws and provisions of this manual;
 2. **Bursaries** – Enter the amount of funds distributed for this purpose in accordance with see Subsection 402.vi. of this manual;
 3. **Donations** – Donations to be entered here are the “special use” expenditures as authorized in Section 403 of this manual and any approved provincial programs. A list of donations is to be attached. A copy of all approved special uses forms should be kept and made available for inspection when required.
 4. **Provincial Assessment** – Enter the Provincial Assessment;
 5. **Youth Education Program** – Enter the amount of funds expended on approved Youth Education Programs;
 6. **Sub Total** – $E1 + E2 + E3 + E4 + E5 = E6$ - Enter the sum of E1, E2, E3, E4 and E5 in Box E6 to obtain the amount of the subtotal;
- v. **F — Total Expenses and Disbursements** - $D6 + E6$ - Enter the sum of D6 + E6 to obtain the total F.

f. Closing Balance:

- i. **G — Balance in Branch Poppy Trust Fund as of 30 September** - $C - F = G$ - This amount is obtained by subtracting the amount in Box F from the amount in Box C. The amount in Box G becomes the Opening Balance for the new Poppy year which commences 1 October — the next day;

H — Poppy Trust Investments - Enter all investments in Poppy Trust Investments as of 30 September.

I — Balance all Poppy Trust Funds as of 30 September - $G + H = I$

g. Certification:

The Poppy Chairman and the Branch President sign off on the form certifying that it is correct.

Branch Status Report

Branch Status Report Poppy Trust Fund Rapport de filiale sur l'état du Fonds en fidéicommis du Coquelicot



Please print / En lettres moulées S.V.P.

FOR THE YEAR / POUR L'ANNÉE DE 1 OCT. - 30 SEP.	BRANCH / FILIALE	COMMAND / DIRECTION	COMPLETED / EN DATE DU DAY / JOUR MOI YEAR / ANNÉE
---	------------------	---------------------	---

OPENING BALANCE / SOLDE D'OUVERTURE

A BALANCE IN BRANCH POPPY TRUST FUND BANK ACCOUNTS AS OF 1 OCT./ SOLDE DANS LES FONDUS DU COQUELICOT DE FILIALE EN DATE DU 1 ^{er} OCT.	YEAR / ANNÉE	(A)
B INCOME FROM CAMPAIGN AND ALL OTHER SOURCES/ REVENUS DE LA CAMPAGNE ET AUTRES SOURCES		(B)
C SUB TOTAL / SOUS-TOTAL	A + B = C	(C)

D CAMPAIGN EXPENSES / DÉPENSES DE LA CAMPAGNE

1. POPPIES AND WREATHS / COQUELICOTS ET COURONNES		(D1)
2. PROMOTIONAL MATERIAL / MATÉRIEL PUBLICITAIRE		(D2)
3. STAMPS / TIMBRES		(D3)
4. ADVERTISING IN LOCAL PAPER / PUBLICITÉ LOCALE		(D4)
5. OTHER LOCAL EXPENSES (Attach breakdown expenses related to the Poppy Campaign) As authorized by Article XI of the General ByLaws and Article 401 of the Poppy Manual AUTRES DÉPENSES LOCALES (Joindre une distribution des dépenses liées à la Campagne du coquelicot) Autorisées conformément à l'Article XI des Statuts généraux et à l'Article 401 du Manuel du coquelicot		(D5)
6. SUB TOTAL / SOUS-TOTAL	D1 + D2 + D3 + D4 + D5 = D6	(D6)

E DISBURSEMENTS / DÉBOURSEMENTS

1. GRANTS TO VETERANS / DÉPENDANTS OCTROIS AUX VÉTÉRANS & PERSONNES À LEUR CHARGE		(E1)
2. BURSARIES / BOURSES		(E2)
3. DONATIONS / AUTHORIZED EXPENSES (Attach list of donations) As authorized by Article XI of the General ByLaws DÉPENSES / DON AUTORISÉS (Joindre liste de dons) Autorisés conformément à l'Article XI des Statuts généraux		(E3)
4. PROVINCIAL ASSESSMENT / ÉVALUATION PROVINCIALE		(E4)
5. YOUTH EDUCATION PROGRAM / PROGRAMME D'ÉDUCATION DES JEUNES		(E5)
6. SUB TOTAL / SOUS-TOTAL	E1 + E2 + E3 + E4 + E5 = E6	(E6)

F TOTAL EXPENSES & DISBURSEMENTS / TOTAL DES DÉPENSES ET DÉBOURSEMENTS	D6 + E6 = F	(F)
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CLOSING BALANCE / SOLDE DE CLÔTURE

G BALANCE IN BRANCH POPPY TRUST FUND BANK ACCOUNTS AS OF 30 SEPT./ SOLDE DANS LE FONDUS DU COQUELICOT DE FILIALE EN DATE DU 30 SEPT.	YEAR / ANNÉE	C - F = G	(G)
H BALANCE IN POPPY TRUST INVESTMENTS AS OF 30 SEPT./ VALEUR DES PLACEMENTS DU COMPTE DU COQUELICOT EN DATE DU 30 SEPT.	YEAR / ANNÉE		(H)
I BALANCE OF ALL BRANCH POPPY TRUST FUNDS AS OF 30 SEPT./ SOLDE DANS TOUS LES FONDUS DU COQUELICOT DE FILIALE EN DATE DU 30 SEPT.	YEAR / ANNÉE	G + H = I	(I)

The undersigned certify that the above statement of income, expenses and disbursements of Poppy Trust Funds is correct.
Les soussignés certifient que ce relevé des revenus, des dépenses et des déboursments des fonds en fidéicommis du coquelicot est correct.

POPPY CHAIRMAN / PRÉSIDENT DU COMITÉ DU COQUELICOT: _____ BRANCH PRESIDENT / PRÉSIDENT DE LA FILIALE: _____

April 2016 200837

WHITE - PROVINCIAL COMMAND COPY
BLANC - COPIE DE LA DIRECTION PROVINCIALE

YELLOW - BRANCH COPY
JAUNE - COPIE DE LA FILIALE

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Guidelines Governing The Use Of The Poppy Trademark

PURPOSE

- 701. The Poppy symbol is a registered trademark of Dominion Command of The Royal Canadian Legion and is owned and controlled by Dominion Command. It cannot be used in any manner or configuration without the specific permission of Dominion Command.**
- 702.** Without an effective and visible policy of trademark control, the Legion runs the risk of losing its trademark. It is for this reason that this guideline on using the Poppy trademark has been prepared. It will provide Provincial Commands and branches with the necessary background information and examples of where the Poppy image may and may not be used. It will also serve to offer direction on the established approval process.

POPPY AND REMEMBRANCE COMMITTEE

- 703.** The Dominion Command Poppy and Remembrance Committee is responsible for all matters related to the use of the Poppy symbol, the Poppy Fund and the Poppy Campaign. This Committee acts as the approving authority for all requests to use the Poppy image. The following Sections will provide examples of such usage and will outline the process for consideration and notification of approval requests.

The Poppy Symbol is a registered trademark of Dominion Command of The Royal Canadian Legion.



HISTORY OF THE POPPY

SYMBOL OF REMEMBRANCE

- 704.** Each November, Poppies blossom on the lapels and collars of almost half of Canada's entire population. Since 1921, the Poppy has stood as a symbol of Remembrance, our visual pledge to never forget all those Canadians who have fallen in war and military operations. The Poppy also stands internationally as a "symbol of collective reminiscence", as other countries have also adopted its image to honour those who paid the ultimate sacrifice.
- 705.** The significance of the Poppy can be traced to international origins.
- the association of the Poppy to those who had been killed in war has existed since the Napoleonic Wars in the 19th

century, over 110 years before being adopted in Canada. Records exist from that time of how thickly Poppies grew over the graves of soldiers in the area of Flanders, France. This early connection between the Poppy and battlefield deaths described how fields that were barren before the battles exploded with the blood-red flowers after the fighting ended;

- b. prior to the First World War, few Poppies grew in Flanders. During the tremendous bombardments of that war, the chalk soils became rich in lime from rubble, allowing “popaver rhoeas” to thrive. When the war ended, the lime was quickly absorbed and the Poppy began to disappear again;
- c. the person who was responsible more than any other for the adoption of the Poppy in Canada and the Commonwealth was Lieutenant-Colonel John McCrae of Guelph, Ontario, a Canadian Medical Officer during the First World War. Having penned the poem IN FLANDERS FIELDS on a scrap of paper, little did he know then that these 13 lines would become enshrined in the innermost thoughts and hearts of all soldiers who would hear them. Through his words, the red Poppy quickly became the symbol for soldiers who died in battle;
- d. his poem speaks of Flanders Fields, but the subject is universal — the fear of the dead that they will be forgotten, that their death will have been in vain. Remembrance, as symbolized by the Poppy, is our eternal answer which belies that fear;
- e. three years later, an American, Moina Michael, was working in a New York City YMCA canteen when she started wearing a Poppy in memory of the millions who died on the battlefield. During a 1920 visit to the United States, a French woman, Madame Guerin, learned of the custom. On her return to France, she decided to use handmade Poppies to raise money for the destitute children in war-torn areas of the country. Following the example of Madame Guerin, the Great War Veterans’ Association in Canada (the predecessor of The Royal Canadian Legion) officially adopted the Poppy as its Flower of Remembrance on 5 July 1921;
- f. thanks to the millions of Canadians who wear the Legion’s lapel Poppy each November, the little red flower has never died. The memories of Canadians for the 117,000 of their countrymen who died in battle remain strong.

SYMBOL OF UNITY

- 706.** At 0530 hours on the morning of 9 April 1917, the Battle of Vimy Ridge began, marking an important milestone in our military history. For the next few days, Canadian troops fought relentlessly, braving enemy forces, a heavily-fortified ridge and the weather. This battle was significant; not only was it a resounding success for Canada but, in the words of Brigadier-General A.E. Ross, it marked the “birth of a nation”. No longer would Canada be overshadowed by the military strength of her allies. This battle had proven Canada’s ability as a formidable force in the theatre of war.
- 707.** The bravery, discipline and sacrifice that Canadian troops displayed during those few days are now legendary. The battle represented a memorable unification of our personnel resources as troops from all Canadian military divisions, from all parts of Canada and from all walks of life, joined to collectively overcome the powerful enemy at considerable odds. Our troops united to defeat adversity and a military threat to the world.
- 708.** Now, decades later, Canadians stand united in their Remembrance as they recognize and honour the selfless acts of our troops from all wars. We realize that it is because of our War Veterans that we exist as a proud and free nation. Today, when people from all parts of Canada and from all walks of life join together in their pledge to never forget, they choose to display this collective reminiscence by wearing a Poppy. They stand united as Canadians sharing a common history of sacrifice and commitment.

THE LAPEL POPPY

- 709.** The Poppies worn in Canada today were first made in 1922 by disabled Veterans under the sponsorship of the Department of Soldiers Civil Re-establishment. Until 1996, Poppy material was made at the “Vetcraft” sheltered workshops run by Veterans Affairs Canada in Montreal and Toronto. The work provided a small source of income for disabled Veterans and their families, allowing them to take an active part in maintaining the tradition of Remembrance. When it no longer became practical for Veterans Affairs Canada to maintain the “Vetcraft” operations, the Legion volunteered to take on the continuing responsibility for the production of Poppies. In so doing, Dominion Command has awarded a production contract to a private Canadian company to produce the Poppies but all operations are conducted under strict Legion control.

POPPY PROTOCOL

710. This Section will provide answers to the most commonly asked questions.

a. What does the Poppy represent?

The Poppy is the international symbol of Remembrance.

b. Why should I wear a Poppy?

When you wear a Poppy or display a wreath, you honour the war dead and help Veterans and their families.

c. Who should wear a Poppy?

Everyone should be encouraged to wear a Poppy as it is a way for all Canadians to honour the memory of the thousands of Canadians who gave their lives in the defence of freedom. This freedom, however, also means having the right to choose and it is a person's right not to wear a Poppy if they choose.

d. When is a Poppy worn?

Traditionally, the Poppy is worn during the Remembrance period, which is from the last Friday in October to the end of the day on 11 November. Poppies may also be worn at other commemorative events throughout the year, such as the Battle of the Atlantic, the Battle of Britain, a memorial service at a Legion Convention and other similar occasions. The Poppy may also be worn by Colour Parties when on parade and by members attending funeral services for Veterans or Ordinary members.

e. How is the Poppy worn?

The Poppy should be worn with respect on the left breast, close to the heart. When wearing standard Legion dress, the lapel Poppy is worn on the left lapel immediately above the Legion lapel badge. When wearing summer dress, the lapel Poppy is worn on the shirt, immediately above and centred on the shirt crest. In inclement weather, the lapel Poppy is worn on the left side of the outer garment.

f. Can I attach the Poppy to clothing with another type of pin?

There have been many queries related to the wearing of the lapel Poppy, specifically as it relates to using a pin or other such fastening device in the center of the Poppy.

It is the position of the Legion that the Poppy is the sacred symbol of Remembrance and should not be defaced in any way. No other pin, therefore, should be used to attach it to clothing.

The Poppy is the international symbol of Remembrance and is worn from the last last Friday in October to the end of the day on 11 November.

While this should be the practice of all Legionnaires, it is recognized that the Legion cannot control its form of wear by the public. It is undoubtedly better to wear a Poppy with a pin in the center than not to wear a Poppy at all. The best that we can do is to encourage Legionnaires to wear it properly.

g. Are other types of Poppies available?

The Legion currently has a metal lapel Poppy pin with the words "We Remember" in a bottom banner. A Poppy sticker suitable for wear on clothing is also available.

h. When should a Poppy be removed?

The lapel Poppy may be worn throughout the whole of the Remembrance period and is removed immediately following the end of Remembrance Day, except in cases as described in Subsection 710.d. of this manual and the General By-Laws. Many people place their Poppy at the base of the Cenotaph in respect at the end of the Remembrance Day Ceremony. This is also fully acceptable.

i. Is the Poppy centre green or black?

The centre of the Lapel Poppy was originally black but was changed to green in 1980. In 2002, the centre was changed back to black to reflect the colours of the Poppies in Flanders – a red flower with a black centre. It is intended that the black centre will remain as the standard for the production of all future Poppy material.

j. The Poppy Banner

The Poppy Banner may be flown during the Remembrance period.

The Poppy Banner may be flown during the Remembrance period.



THE REGISTERED POPPY TRADEMARK

HISTORY OF THE POPPY TRADEMARK

711. The Legion was given the responsibility to safeguard the Poppy as a sacred symbol of Remembrance by the People of Canada through an Act of Parliament in which the Legion was granted trademark copyright of the Poppy symbol in Canada. This trademark was registered on 30 June 1948.
712. This vital responsibility was bestowed upon the Legion to ensure that the largest Veterans organization in the country could act in preserving the Poppy as a sacred symbol of the sacrifice of our Veterans. In doing so, the Legion accepted the obligation to ensure that it would never be used for commercial or personal gain or would never be desecrated through inappropriate use.

CANADIAN INTELLECTUAL PROPERTY OFFICE

713. All trademarks are registered with the Canadian Intellectual Property Office (CIPO). According to their website (CIPO, 2004) this office is a Special Operating Agency associated with Industry Canada and is responsible for the administration and processing of the greater part of intellectual property in Canada.

WHAT IS A TRADEMARK?

714. A trademark is a word, a symbol, a design (or a combination of these features), used to distinguish the wares or services of one person or organization from those of others in the marketplace. Trademarks come to represent not only actual wares and services, but the reputation of the producer. As such, they are considered valuable intellectual property. A registered trademark can be protected through legal proceedings from misuse and imitation (CIPO, 2004).

REGISTERED VERSUS UNREGISTERED TRADEMARKS

715. As defined on the CIPO website (CIPO, 2004) a registered trademark is one that is entered on the Trademarks Register. An organization is not required to register their trademark because using a mark for a certain length of time can establish ownership through Common Law. Registration, however, is prima facie evidence of this ownership. In a dispute, the registered owner does not have to prove ownership; the onus is on the challenger. Use of an unregistered trademark can lead to a lengthy, expensive legal dispute over who has the right to use it. The Legion's Poppy symbol is a "**registered trademark**".

TRADEMARK NOTICE

716. According to CIPO, Canada has no specific legal requirement for a trademark notice, however, use of the symbols ® or TM beside the trademark is encouraged, such as on labels or packaging or in advertising or promotional materials. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

CONSISTENT USE

717. It is important that the trademark always appear in the form in which it has been registered without significant variation. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

INFRINGEMENT

718. Infringement occurs when the trademark or a confusing trademark is used by someone other than the registered owner who is not an authorized licensee. In order to prevent loss of distinctiveness and to prevent the registration of confusing trademarks by others, appropriate steps should be taken to protect and enforce trademark rights. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

RIGHTS OUTSIDE CANADA

719. The rights obtained by registering the trademark in Canada do not extend outside Canada. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

LEGION TRADEMARKS

720. The Legion has registered its trademarks with CIPO through a Canadian Intellectual Property and Technology law firm. These trademarks include:

- a.** The Poppy Symbol;
- b.** The Legion Badge/Crest;
- c.** The Legion Logo;
- d.** The Legion Tie;
- e.** The words "Canadian Legion", "Legion" and "The Royal Canadian Legion".

POPPY TRADEMARK EXCEPTIONS

721. It must also be reiterated that the Legion's trademark and control of the Poppy image does not apply to any instance where the actual Poppy flower is used unless that usage is misrepresented as the Legion's Poppy.

Guidelines Governing Permission To Use The Poppy Image

SITUATIONS WHERE USAGE WOULD BE CONSIDERED

801. The following examples are some situations where a requested use of the Poppy image could be considered.

Please note that the use of the Poppy image is not restricted to these examples, rather they are listed to provide guidance. It is important to be aware that these situations are not automatically approved as each request must be reviewed on a case-by-case basis. The merits and implications of each request must be considered before a decision can be returned.

802. All profits derived from the sale or distribution of any Poppy related material must be deposited in the applicable Command or Branch Poppy Fund.

Use of the Poppy symbol on signage of any configuration must first be approved by the Dominion Command Poppy and Remembrance Committee.

USE BY COMMANDS AND BRANCHES

SIGNAGE

803. Use of the Poppy symbol on signage of any configuration must first be approved by the Dominion Command Poppy and Remembrance Committee.

WEBSITES

804. Used on websites as an image or an icon to promote **Remembrance**. Permission will be restricted to the two-week Remembrance period and throughout the year during other periods of Remembrance. The Poppy symbol should not be used on websites on an ongoing basis.

PRINTED MATERIAL

805. The Poppy symbol may be used by Commands and branches for printed materials to be used in support of the Poppy Campaign. The Poppy image may also be used on invitations and programs celebrating commemorative events at the branch.

REGALIA

806. Dominion Command is the sole authority for the design, distribution and use of regalia items incorporating the registered Poppy trademark. Commands and branches are

not authorized to use the Poppy symbol for the design and production of any consumer or re-sale items. Dominion Command reserves the sole right to market Poppy-related items and may, on occasion, produce re-sale items containing a Poppy symbol to promote Remembrance.

UNIQUE REQUESTS

807. Requests from Commands or branches to use the Poppy symbol in the promotion of Remembrance on licence plates, signage or other items of Remembrance, which are unique to the Command or the branch, are to be forwarded to the Secretary, Poppy and Remembrance Committee at Dominion Command.

USE BY NON LEGION RELATED SOURCES

808. Section 801 will apply.

a. **Government Use:**

- i. **Federal:** Commemorative publications and other items produced by government departments, such as Veterans Affairs Canada, for the promotion of Remembrance;
- ii. **Members of Parliament:** Use by elected members of the Federal Parliament in the development of promotional Remembrance material;

iii. **Provincial:**

1. provincial licence plates: assurances must be received indicating that these plates will be available to Veterans at no charge – they are not to be considered and assessed as a vanity plate – with only a small fee permitted for administrative costs (usually \$5.00).
It is imperative that the Provincial Command office verify that an appropriate validation process will be employed in the issuance of Veterans' licence plates incorporating the Poppy symbol;
 2. Remembrance-themed Public Service Announcements;
 3. Transportation Department roadside signage for Veterans' memorial highways;
 4. use by elected members of provincial legislatures in the development of promotional Remembrance material.
- iv. **Municipal:** Local advertisements offering free services to Veterans, such as a city transportation company's notice of free transportation to Veterans

on Remembrance Day. Approval will be contingent on the occasion being celebrated.

b. Community Use:

i. **Parks:** Commemorative parks in the memory of Veterans where the Poppy would be positioned with respect, i.e. not inset or depicted in tiles on the ground or positioned in any way that would see the Poppy trod upon; and

ii. **Memorials:**

1. Veterans' monuments in memorial parks;
2. headstone markers;
3. museum displays erected to commemorate fallen Veterans.

c. Buildings: Murals with a Remembrance theme;

d. Street Blades/Signs:

- i. street blades/signs for streets in an area unique to Veterans or to commemorate specific memorial events. This could include street blades/signs named after war battles that included Canadian participation. In all cases for any street blade/sign, each proposed name must be provided, either collectively or individually, as blanket-use permission will not be granted;
- ii. street blades/signs recognizing Veterans in general, such as Veterans Way;
- iii. street blades/signs named in honour of individual Veterans. Proposals must include authenticated background information on each Veteran to be honoured, including wartime service and date of death;
- iv. Veterans named on street blades/signs must be easily identifiable as such by preceding the name with their rank or following it with their military unit, regiment or elemental affiliation (abbreviations acceptable).

e. Banners:

- i. street banners to recognize commemorative events, such as the Year of the Veteran;
- ii. individual, hand-made banners produced by a branch to recognize commemorative events. Such banners will not result in any profit.

f. Veterans' Care Facilities: Printed material acknowledging the acquisition of equipment through donations from the Poppy Trust Fund. (In these cases, the material would normally contain reference to the donating branch and employ the Legion badge vice the Poppy symbol.)

g. Education Use:

- i. programs for school Remembrance Day Ceremonies;
- ii. material developed to promote Remembrance within the school system as long as this material is distributed at no cost to the school or student.

h. Church Use: Church bulletins or programs for Remembrance Day Services and commemorative events or funerals for Veterans.

i. Publications:

- i. books and magazines that promote Remembrance. Books that are sold for a profit will only be considered with an agreed-upon royalty fee to the Poppy Trust Fund. Such approvals are not to be interpreted as an endorsement of the product and the Legion will not enter into any distribution agreement, arrangements or sales contract for such books;
- ii. books listing and acknowledging local area residents with wartime military service in Commonwealth nations; and
- iii. in-house publications, such as reports or Remembrance Day notices, for Veterans' health and care facilities.

j. Pilgrimages: Nametags for Pilgrimages.

k. Television and Print Media:

- i. television advertisements produced to honour or recognize Veterans;
- ii. television broadcasts of Remembrance Day ceremonies;
- iii. newspapers for Remembrance Day features;
- iv. branch websites for the Remembrance period in support of the annual Poppy Campaign.

l. Websites: Websites of corporations, groups and individuals.

SITUATIONS WHERE USAGE WOULD NOT BE CONSIDERED

809. The following will apply *to both Legion related and non Legion related* applicants.

810. The following examples are situations where a requested use of the Poppy image would not normally be considered. It is important to be aware that such situations are not automatically declined as each request must be reviewed on a case-by-case basis. The merits and implications of each request must be considered before a decision can be returned.

811. Particular care must be taken when a request is received from a commercial venture. Usage approval could be mistakenly interpreted as an endorsement of the product by The Royal Canadian Legion.
812. The Poppy symbol should not be used as a part of, or in conjunction with any name; be it of any command, branch, individual, group or business. The Legion Logo is the only authorized use of the Poppy in conjunction with a name. Prior permission will be needed to use the Legion Logo.
813. Similarly, the image of the Poppy in the foreground of barbed wire is **NOT** authorized for use.
814. The Poppy symbol will not be used on or in conjunction with any item or in any application, which would in any way diminish its known value as a symbol of Remembrance.
815. Situations where the use of the Poppy image would **NOT** be considered include:
- a. **Community Use:**
 - i. **Parks:** Any area on the ground that could result in the Poppy being trod upon;
 - ii. **Memorials:**
 - 1. designation of Veterans from non-Allied or non-Commonwealth countries;
 - 2. fixed or non-fixed memorials that do not clearly recognize Veterans; and
 - 3. a watermark on walls of recognition or any placement that could have text written across the Poppy image.
 - iii. **Buildings:** On floor tiles, including use in Legion branches;
 - iv. **Medical Vehicles and Equipment:** Medical vehicles or equipment, even if purchased through donations from the Poppy Trust Fund.
 - b. **Corporate Use:**
 - i. letterhead or printed material by corporations, companies or individuals;
 - ii. project proposals by companies soliciting branch contracts;
 - iii. incorporation into logos or signage of any company; and
 - iv. Remembrance Day signage used by corporations or retail outlets.
 - c. **Artwork, Posters and Prints:**
 - i. posters or newspaper advertisements promoting a concert for a vocal group, choir or musical ensemble;
 - ii. prints for sale or free distribution;

The Poppy symbol will not be used on or in conjunction with any item or in any application, which would in any way diminish its known value as a symbol of Remembrance.

- iii. works or art, whether offered for sale or free distribution;
 - iv. canvas or photographic memorial displays produced to commemorate Veterans or events by commercial vendors.
- d. Websites:**
- i. corporate and personal sites designed for purposes other than solely to promote Remembrance;
 - ii. sites that include the sale of commercial products;
 - iii. sites that list members of an organization with wartime service but that also include those with modern-day military service;
 - iv. web blogs or discussion groups, even of a Remembrance nature, as the Legion cannot control the text content of such forums;
 - v. permanent display on websites or temporary display that extends beyond the Remembrance period.
 - vi. Websites of Veterans' organizations, the Department of National Defence, the Canadian Cadet Organization or other youth or non-profit organizations when used to promote Remembrance.
 - vii. Usage will not be permitted, on any commercial sites of such organizations promoting the sale of their product.
- e. Clothing:** T-shirts, golf shirts, jackets or any other clothing items, even if planned for a commemorative activity. This approval would be in conflict with clothing items currently available through Legion Supply. This applies to clothing manufacturers and private individuals.
- f. Music or Promotional CDs:** Music CDs that will result in profit for an entertainer, entertainment group or distributor. This includes those songs of a Remembrance theme.
- g. Commemorative Items:**
- i. memorial, commemorative or collectible coins produced by Legion branches, Commands or local entrepreneurs;
 - ii. Poppy car magnets;
 - iii. ribbons;
 - iv. affixed to or etched into wine glasses or beer mugs;
 - v. plaques of recognition to individuals other than Veterans.
- h. Lapel Poppy:** Modifications to the current design or method of attachment to clothing.
- i. Personal:** Tattoos.
- j. Other:** The promotion, association or display of alcoholic beverages in any manner.

Websites of Veterans' organizations, the Department of National Defence, the Canadian Cadet Organization or other youth or non-profit organizations when used to promote Remembrance. Such usage cannot be permitted, however, on any commercial sites of such organizations promoting the sale of their product.



PROCEDURE TO REQUEST PERMISSION TO USE THE POPPY IMAGE

816. The following application process will apply to all requests made from all sources.
817. Requests for the use of the Poppy image, for any purpose and in any configuration or design, are to be forwarded to the Secretary, Poppy and Remembrance Committee at Dominion Command with sufficient time to permit a review by the Committee. The request, outlining details of the usage, may be forwarded by mail, fax or electronically and is to include:
- the name of the Command, Legion, corporation or individual seeking approval;
 - a description of exactly how and where the Poppy will be used or displayed;
 - an explanation of why the Poppy usage is requested;
 - an indication of what period of time the Poppy will be used or displayed, as applicable;
 - a disclosure, if intended for use on a product, of the selling cost of the item and a projection of the expected profit to be made;
 - an indication of where the profit, if any, will be directed, whether to an organization, charity or manufacturer;
 - a draft drawing or design depicting how the image will be used, including image size and placement.
818. Failure to provide the required details will result in a delay of any decision being returned as the missing information must be received before the request can be placed before the Poppy and Remembrance Committee for its consideration.

DECISION NOTIFICATION

819. Failure to provide the required details will result in a delay of any decision being returned as the missing information must be received before the request can be placed before the Poppy and Remembrance Committee for its consideration.

ACKNOWLEDGMENT

820. When approval has been granted for the use of the Poppy symbol, an acknowledgment to The Royal Canadian Legion must be provided. In the case of books, websites and CDs, this acknowledgment will read:
- “The Poppy, when used as a symbol of Remembrance in Canada, is a registered trademark of Dominion Command of The Royal Canadian Legion and is used with the kind permission of Dominion Command.”**
821. In other instances, the Legion is to be credited verbally or in related printed material.

ADVERTISING POPPY PRODUCTS

822. Regardless of whether a product or item has been granted approval to use the Poppy trademark, Legion policy prohibits the practice of advertising the availability of any such item or product to all branches. These requests will be denied, with the suggestion that the individual or company contact Legion magazine for their paid advertising options.

DISCOVERY OF MISUSE

823. Commands and branches are requested to play a substantive role in protecting our trademark from unauthorized usage. All members are requested to report unauthorized uses of the Poppy trademark to the Secretary, Poppy and Remembrance Committee at Dominion Command.

Commands and branches are requested to play a substantive role in protecting our trademark from unauthorized usage.

MISUSE

824. The unauthorized use of the Poppy symbol by any command, branch, corporation, group or individual may result in litigation or sanction against the offending party.

CONCLUSION

824. This information was developed to provide guidelines governing the use of the registered trademark Poppy image. The Legion has been entrusted with the significant task of safeguarding the sacred Poppy, protecting it from misuse and commercialization. Our Wartime Veterans bravely accepted the duty and responsibility to protect our rights and freedom; it is now we who must accept the duty and responsibility to protect and honour them. Through the collective efforts of all Legion members, we will ensure that the Poppy remains the symbol of Remembrance for their sacrifices.

REFERENCES

- Canadian Intellectual Property Office. (2005). ***A Guide to Trade-marks: The Basics***, Retrieved 8 December 2005 from http://strategis.ic.gc.ca/sc_mrksv/cipo/tm/tm_gd_basic-e.html#section01
- Canadian Intellectual Property Office. ***Notes on Maintaining a Canadian Trade-mark Registration***, Pages 1-2.

GLOSSARY

Affiliate Members

Persons who are Affiliate Members are not eligible to receive Poppy Trust Fund assistance.

Allied Forces

This term applies to persons who are serving or have served with Canada's allies during war.

Associate Members

Persons who are Associate Members are not eligible to receive Poppy Trust Fund assistance. The only exception is those persons who are residing with their parents, they are wholly dependant upon them for support and they are not receiving welfare assistance, a pension from any government source, or funds from employment insurance, manpower training or similar government program. There are few, if any, Associate Members who meet this criteria.

Branch

This term means a body of persons fulfilling the qualifications of membership who, having made petition to the proper Provincial Command or, in the case of independent branches, to Dominion Command, have been granted a charter by Dominion Command.

Branch Service Officer

A Branch Service Officer is an individual who has been appointed by his or her branch and who on a voluntary basis acts to assist Veterans and their dependants to meet their needs in the context of Veterans programs and benefits, engaging the assistance of the Command Service Officer(s) or appropriate Veterans Affairs Canada personnel to do so.

Bursary

A bursary is a grant provided to further the education of the children, grandchildren and great-grandchildren of persons defined in Subsection 101.d. of the General By-Laws.

Charities

Poppy Trust Funds are not permitted to be donated to charities. See "Special Use Expenditures" for further clarification.

Commonwealth Countries

These are former British colonies who upon receiving their independence joined the Commonwealth of Nations. Canada is a member.

Dependant

A person who must rely on the support of a relative for food, clothing and shelter. "Families" refers to current spouses and dependant children. See Subsection 101.e of the General By-Laws for definition of Spouses.

Dominion Command

This is the supreme authority of the Legion, that is the Dominion Convention and, when it is not in session, the Dominion Executive Council.

Ex-Service Personnel

These are persons who have served in the Armed Forces of Commonwealth countries or Allies.

Financial Reports

These are reports that branches must submit to their Provincial Command in accordance with Sections 1205 and 1206 of the General By-Laws.

General By-Laws

The General By-Laws are the rules and regulations that govern The Royal Canadian Legion. Article XI provides Poppy and Remembrance policy that is to be followed by all levels of the Legion.

Grants

Poppy Trust Fund grants may only be used for emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period. These grants are only to be provided to persons who are listed as a Veteran in Subsection 101.d of the General By-Laws and Section 401 of this manual.

Poppy Campaign

The Poppy Campaign commences on the last Friday of October and ends Remembrance Day each year.

Poppy Manual

The manual augments Article XI of the General By-Laws by providing information and guidance on the organization, responsibilities, implementation, accounting and reporting procedures for all Poppy matters within the Legion.

Poppy and Wreath Order Form

The Poppy and Wreath Order Form, Supply Department Stock Number 200804, is used to order Poppy and Wreath supplies for the campaign. When completed, it is forwarded to the Provincial Command office.

Poppy Promotional Material Order Form

The Poppy Promotional Material Order Form, Supply Department Stock Number 200802, is used to order all of the promotional material required to mount a successful campaign. When completed, it is forwarded to the Provincial Command office.

Poppy Trust Funds

Poppy Funds are made available through the generosity of the Canadian public and consequently they are part of the public trust between Canadians and The Legion. As a consequence of this bond, Poppy Funds are held in trust at each level of the organization and are subject to rigorous accounting and reporting procedures.

Poppy Trust Funds — Branch Status Report

This form, Supply Department Stock Number 200837, is used to report the income, expenses and disbursements of Poppy Trust Funds. The report must be completed by 31 October annually and is forwarded to your Provincial Command office. Instructions for completing the form can be found in Chapter 6 of this manual.

Poppy Year

In accordance with Subsection 130.b. of the General By-Laws, the financial year for Poppy Funds shall commence on the first day of October in each year and terminate on the 30th day of September the following year. References to “annual” or “yearly basis” refer to this timeframe.

Promotional Material Catalogue

This catalogue, Supply Department Stock Number 200807, contains pictures and descriptions of the promotional material.

Provincial Command

This is the provincial convention and, when it is not in session, the provincial executive council.

Scholarships

A scholarship is an award for scholastic achievement. Poppy Trust Funds are not to be used for this purpose.

Special Use Funds

Poppy Trust Funds may be expended for "special uses" as outlined in Sections 1105 — 1116 inclusive of the General By-Laws and Section 402 of this manual. It is mandatory that the listed procedures be followed and that approvals be obtained prior to expenditures.

Special Use Request Form

This form is used to obtain approval for Special Use Funds as listed in Section 402 of this manual.

Special Use Request Form

This form is used to obtain approval for Special Use Funds as listed in Section 402 of this manual.

Spouses

A spouse is any person as defined in Subsection 101.e of the General By-Laws.

Veteran

A Veteran is any person as defined in Subsection 101.d of the General By-laws.

Wreath Catalogue

This catalogue, Supply Department Stock Number 200817, is one piece of paper which displays Poppies, Wreaths and Crosses and is listed on the Poppy Promotional Material Order Form.

Dominion Command

86 Aird Place, Ottawa, ON
Canada K2L 0A1

**REPORT OF THE DOMINION COMMAND
MEMBERSHIP AND OUTREACH COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

This report covers the period from 01 December 2015 to 15 April 2016. Since the November 2015 DEC meeting the Membership and Outreach Committee has convened formally on three occasions via teleconference (December, January and March).

MEMBERSHIP OVERVIEW

Member Services is pleased to report it handled the rush of the 2015 renewal campaign efficiently and effectively during a time when the department was receiving an average of 15,000 membership transactions per week. The proactive hiring and training of additional contracted personnel had a significant positive impact on results as they performed admirably in assisting with ensuring the department remained current in membership processing.

During this period the department utilized various operational metrics providing key performance indicators which will allow it to better prepare and predict workflow requirements for future membership drives and is now confident in its ability to stay proactive and current with membership processing moving forward.

The department continues to encourage all branches to submit membership transactions monthly to ensure a smooth, consistent turnaround on all submissions. It was evident during the Early Bird Campaign that some branches continue to hold on to all submissions for extended periods of time.

Branch communication continues to be an issue for Member Services as only 1,100 of the 1400 branches have an email address on their account. As Dominion Command continues to place greater emphasis on email communication this is creating an extremely challenging situation for Member Services in the face of launching new membership applications along with some new retention/renewal programs to be introduced during 2016.

We are pleased with recent responses as we have added approximately 300 branch emails over the past 4 months. We still need to collectively remain focused on obtaining greater contact information from both branches and members (phone numbers and email addresses) to ensure better communication throughout our extensive organization. Communication remains the key to implementing change successfully.

The department is now proactively planning presentations for the upcoming Dominion Command Convention in June. It hopes to successfully present the new membership processing website and be actively involved in presenting an informative membership workshop for all attendees. The department will also be on-site to answer any processing questions while displaying new membership tools and portraying an image of greater accountability, focus and direction for future membership growth.

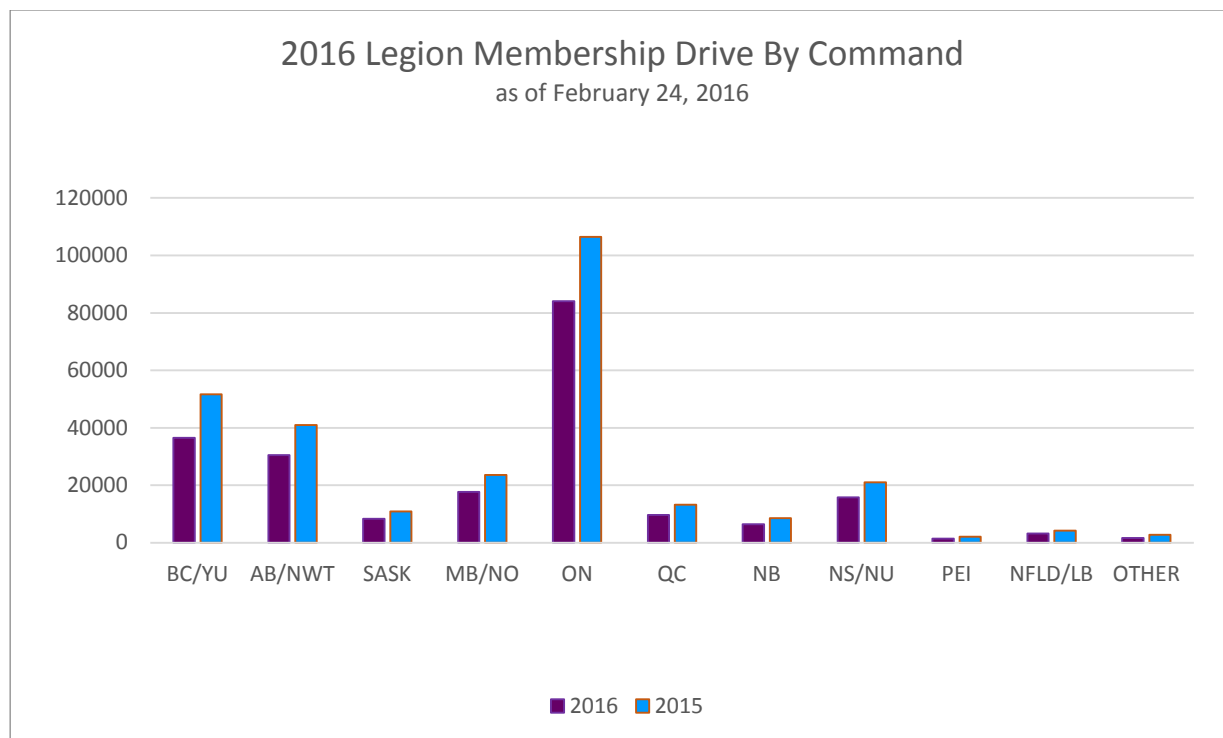
2015/2016 MEMBERSHIP TOTALS

Final 2015 Membership was 285,321 down 4.5% or 13,293 members over 2014. During 2015 we processed 24,206 new/reinstated members and processed an additional 4,450 deceased members. On-line membership totals were up 9.4% year over year or 127 members.

Almost 250 branches were recognized for their Early Bird Campaign results which saw 47.5% of members renewed between September 01 and November 15, 2015. There were an additional 66 branches (almost 5%) with zero membership renewals during the campaign.

A direct mail piece soliciting the renewal of 2015 members is scheduled to be mailed to approximately 60,000 previous Legion members mid-March 2016. Members who have an email on file (currently less than 15% of total members) will also receive a renewal solicitation via email.

As of the end of February current 2016 membership stood at 215,140 members or 75.4% of final 2015 membership totals.



UPDATE ON THE NEW MEMBERSHIP APPLICATION

Dominion Command has begun testing the new membership system which is being launched in two phases. Phase I (internal DC) has been going through training and testing since March 1st and is on schedule to begin parallel testing by mid-April. Phase II is the

launch of the membership website for command, branch and member use and is scheduled to begin testing by mid-late April with a go live date of early July. The following are some highlights of the new membership website:

The system will be available for all commands, branches and members free of charge. Only internet connectivity is required to access the system. Branches will be able to view, sign up and renew their own branch members on-line. Members will be able to renew / manage their own membership accounts on-line (only if the branch provides its branch rates to DC). Commands / Branches will have access to a variety of reports on demand (Branch Registry, Transmittal, Status reports etc.)

Auto renewal payments will be available for members. Credit card payments will be available for branches and members.

The roll-out continues to be on schedule to present at the June Convention. Member Services is planning to have training sessions/videos available for all branches post-convention and will promote a 1-800 help line available for general inquiries to assist branches in the transition to the new system.

Even if a local branch does not plan on initially using the website application it is important/imperative for that branch to share their branch rate with DC in order to allow their local members the opportunity to renew their memberships on-line. On-line renewals is a new significant benefit of the website application and a key factor in improving membership retention rates moving forward.

The committee's goal is to have 15-20% of total branches registered and using the membership website by the end of 2016. Further to this we would like to have all branches phased in over a 3-5 year period. The two biggest challenges facing these objectives are our lack of communication ability with local branches and our limited knowledge of the 'computer accessibility/knowledge' which exists within the local branches. Strong Provincial support will be required to achieve these aggressive targets.

A strategic communication plan to commands, branches and members announcing details such as the new membership website, training tools and 1-800 help line is currently being developed and is a joint venture between Member Services, Marketing and Communications Departments.

ACTIVITIES OF THE COMMITTEE – DECEMBER – MARCH 2016

Discussions with Ladies Auxiliary regarding joint membership and DEC representation Provincial Membership Chairpersons teleconference:

- 2015 Non-Renewal Mailing campaign
- Review of current membership categories
- Graduating Cadets and complementary memberships
- Completion and awarding of Early Bird Campaign recognition certificates

Please note: Following a teleconference with Provincial Presidents on February 10, 2016 and under the direction of the Dominion President further discussions with the Ladies Auxiliary were placed on hold until following the 2016 Dominion Convention.

CURRENT MEMBERSHIP IDEAS BEING EXPLORED

Discussions and analysis continued on the following ideas/concepts. Some of these concepts will be available with the launch of Dynamics CRM and the new membership website.

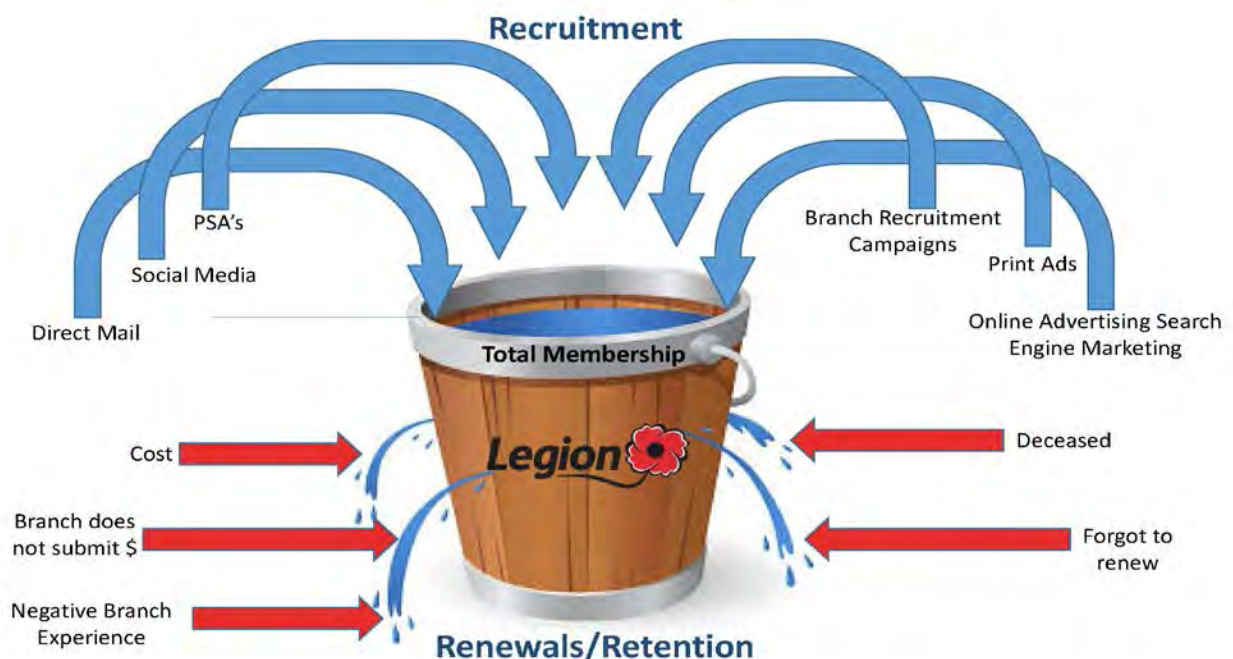
Introduction of an Annual/Monthly Auto Renewal Membership Payment Option. Dynamics CRM will allow for annual auto renewals.

Renewal processing on anniversary of Membership start date rather than year-end calendar date.

- Lifetime (5-year) membership cards – stickers to recognize payment years
- Pre-paid membership cards/gift memberships
- The introduction of allocating on-line membership fees to Provincial Commands and Local Branches.

THE LEGION'S LEAKY BUCKET

In order to strategically address declining membership the committee discussed the following illustration. The 'leaky bucket' was designed to present an easy visual way of reviewing the fluid nature of Legion membership.



As illustrated, many factors affect Legion membership and it is imperative a strategic plan include numerous recruitment, renewal and retention initiatives to successfully impact total membership. Marketing and Member Services will continue to work together to create and implement these programs moving forward.

CURRENT MEMBERSHIP CATEGORIES

The Committee revisited the proposal of reducing the current four membership categories to two which would include Veterans and Associate Members (all other members). The reasoning is to first and foremost recognize Veterans as their own category while simplifying the membership process for current and new members and promoting an organization of inclusiveness (reference Committee minutes 1 Dec 2015).

A resolution was submitted to DEC and for the DC Convention.

GRADUATING CADETS AND COMPLEMENTARY MEMBERSHIPS

As with the current Depart with Dignity program (RMML) the committee is recommending to launch a similar membership program for graduating cadets. The program would offer a 1-year complementary membership to any graduating cadet who is 18 years of age or older. In order to eliminate any new costs associated with this program these complementary memberships would not include a subscription to Legion Magazine. These memberships could be presented by Dominion Command or the local branch.

RECOMMEDATION:

To create a program offering a 1-year complementary Legion membership to all graduating cadets who are 18 years of age or older. This complementary membership would not include a Legion Magazine subscription and could be offered by Dominion Command as well as the local branch. This program would be effective pending the successful implementation of the new membership processing system.

Expanding this discussion further, as a way of introducing more potential members to local branches, the committee is proposing local branches have the ability to award complementary 1-year memberships to local community non-members who have demonstrated tremendous local Legion support. This 1-year complementary membership would recognize their strong support for the community work done by the local Legion branch. To eliminate additional costs associated with this program the committee is suggesting the Legion Magazine subscription be suppressed as well. These 1-year complementary memberships would be capped at a maximum of 3 per year per local branch.

RECOMMENDATION:

To allow local branches the opportunity to award a 1-year complementary membership to any non-member who has demonstrated tremendous support to the local branch in the execution of their community service programs. These complementary memberships would not include a Legion Magazine subscription and would be capped at a maximum of 3 per year per local branch. This program to be effective pending the successful implementation of the new membership processing system.

OUTREACH UPDATE

Since our last report to DEC, the outreach and communications section has completed a survey of Dominion Command sponsored events. There are some 166 events scheduled for any given year. This is in addition to any unpredicted events (e.g. new Minister of Veterans Affairs Canada, new government policies, etc.....). In practical terms, it means that Dominion Command, as a minimum, is involved with an event every two business days! This chart is providing the foundation towards a revamped outreach communications strategy. The long-term goal is to produce a content distribution strategy that will encompass both the outreach communications strategy and the marketing strategy.

In terms of new initiatives, the Legion has agreed to host the annual National Memorial Ride held at the National Military Ceremony at Beechwood Cemetery on the first Sunday in June. It has also assumed control for the Legion Riders program and Legionconnect.

The monthly PRO Teleconferences continue as a means of ensuring that outreach events and related media products are shared amongst all commands. Part of these teleconferences includes a monthly outreach calendar of events designed to maximize PR efforts across all commands.

The section also looks forward to the adoption of Dynamics CRM and the membership website, forecast to be operational in 2016, as well as the new Legion website scheduled to be operational in June 2016

We move the acceptance of this report.

**REPORT OF THE DOMINION COMMAND
MEMBERSHIP & OUTREACH COMMITTEE
DOMINION COMMAND CONVENTION
JUNE, 2016**

File: 23-1

**Tom Irvine – Co-Chairman
Dave Flannigan – Co Chairman
Norm Shelton – Member
Frank Sullivan – Member
Harold Harper – Member
Gilles Painchaud – Member
Gordon Moore – Member
Randy Hayley -Secretary
Bruce Poulin – Assistant Secretary**

MEMBER SERVICES OVERVIEW

The Member Services Department in Dominion Command (DC) has been working hard to overcome the operational deficiencies of the past few years and to a certain extent the past decade.

Through a restructure that removed the marketing function from the administrative processing of membership, effective training of new staff and the implementation of the new Dynamics CRM (Customer Relationship Management) and membership processing website the department is now better positioned for a greater focus on all membership recruiting, renewing and retention efforts in the coming years.

Over the past 9 months the Department has developed various operational metrics providing key performance indicators which will allow it to better prepare and predict processing workflow requirements for future membership drives and is now confident in its ability to stay proactive and current with membership processing moving forward.

The department continues to encourage all branches to submit membership transactions monthly to ensure a smooth, consistent turnaround on all submissions. It was evident during the 2015 Early Bird Campaign that some branches continue to hold on to all submissions for extended periods of time.

Branch and member communication continues to be a challenge for the member services department as only 1,100 of the 1400 branches have an email address on their account and approximately only 15% of all members possess a phone number and/or email addresses on their current account. As Dominion Command continues to place greater emphasis on email communication this is creating an extremely challenging situation for the member services department in the face of launching new membership applications along with some new retention/renewal programs to be rolled out in the future.

We are pleased with recent responses as we have added approximately 300 branch emails over the past 4 months. We still need to collectively remain focused on obtaining greater contact information from both branches and members (phone numbers and email addresses) to ensure better communication throughout our extensive organization. Strong communication is critical to implementing change successfully.

During the 2016 Convention the department is presenting the new membership processing website through an informative membership workshop for all attendees. The department is also on-site to answer any processing questions while displaying new membership tools and portraying an image of greater accountability, focus and direction for future membership growth.

MEMBERSHIP BY THE NUMBERS

Final 2015 Membership was 285,321 down 4.5% or 13,293 members over 2014. During 2015 we processed 24,206 new/reinstated members and processed an additional 4,450 deceased members. On-line membership totals were up 9.4% year over year or 127 members.

Almost 250 branches were recognized for their 2015 Early Bird Campaign results which saw 47.5% of members renewed between September 01 and November 15, 2015. There were an additional 66 branches (almost 5%) with zero membership renewals during the campaign.

New/Reinstated Membership Summary - 2015

Command	Prev Yr Membership	Total new/reinstated	%
01 - BRITISH COLUMBIA-YUKON	54,416	5,799	10.7%
02 - ALBERTA-NWT	42,821	3,701	8.6%
03 - SASKATCHEWAN	11,329	738	6.5%
04- MANITOBA-NOW	24,644	1,843	7.5%
05 - ONTARIO	111,731	7,143	6.4%
06 - QUEBEC	13,563	1,341	9.9%
07- NEW BRUNSWICK	8,947	530	5.9%
08 - NOVA SCOTIA-NUNAVUT	22,117	1,642	7.4%
09 - PRINCE EDWARD ISLAND	2,135	152	7.1%
10- NEWFOUNDLAND-LABRADOR	4,298	376	8.7%
17- EASTERN US ZONE	457	43	9.4%
18- WESTERN US ZONE	192	8	4.2%
19 - EUROPE ZONE	303	29	9.6%

The Bert Garrett award, named after comrade Bert Garrett who in 1963 personally recruited 182 Legion members, was awarded to British Columbia / Yukon command for obtaining/re-instating 10.66% of their membership base during 2015. British Columbia / Yukon command also won the award for 2014 by achieving an 11.06% increase in new and reinstated members. Congratulations to BC-YK Command!

The final 2015 results are listed below:

A direct mail piece soliciting the renewal of members has been used effectively the last few years and last year saw 59,099 letters mailed yielding a response rate of 15,893 members or 26.9%. For this year's renewal campaign almost 60,000 letters were mailed in late March. One of the main objectives of obtaining more member email addresses is to e-mail renewal reminders in the future which are more cost effective than direct mail pieces to execute.

Declining membership continues to be the biggest challenge facing the Legion today. The graph below illustrates the recent history of total Legion Membership over the past decade.



NEW MEMBERSHIP PROCESSING APPLICATION

Dominion Command is pleased to announce it has successfully launched the new membership processing system.

This new system provides our organization an opportunity to process memberships more efficiently by reducing the volume of paperwork while improving communications between

branches and members by providing access to real time data and membership reporting.

For the first time, Legion members will be able to pay for memberships on-line via credit card and have the option to sign up for annual auto credit card renewals.

The new system was launched in two phases. Phase I was the implementation of Microsoft Dynamics CRM for DC membership internal use. Phase II, the membership processing website, is now available for commands, branches and members. The following are some highlights of the new membership processing website:

- The website is available for all commands, branches and members free of charge
- Only internet connectivity is required to access the system
- Branches are able to view, sign up and renew their own branch members on-line
- Members can now renew / manage their own membership accounts on-line (but only if the branch provides its branch rates to DC)
- Commands / branches now have access to a variety of reports on demand (Branch Registry, Transmittal reports, Status reports etc.)
- Auto renewal payments are now available for members
- Credit card payments are now available for branches and members

Member Services has made available for all branches training sessions/videos post-convention and are always available via email (dminfo@legion.ca) or phone (1-855-330-3344) for general inquires to assist branches in the transition to using the new membership processing website.

PLEASE NOTE: Even if a local branch does not plan on initially using the website application it is important / imperative for that branch to share their branch rate with DC in order to allow their local members the opportunity to renew their memberships on-line. On-line renewals is a new significant benefit of the website application and a key factor in improving membership retention rates moving forward.

Our goal is to have 15-20% of total branches registered and using the membership website by the end of 2016. Further to this we would like to have all branches phased in over the next 3 years. The technology has now been provided to allow for more efficient processing and payment of legion membership moving forward which will greatly improve member renewal and retention!

KEY ACTIVITIES OF THE COMMITTEE – SEPTEMBER 2014 - APRIL 2016

- Discussions with Ladies Auxiliary regarding joint membership and DEC representation
- One by One campaign
- Fraternal Associate Members and recognizing their years of service
- Provincial Membership Chairpersons teleconference
- 2014, 2015 Non-Renewal Mailing campaign
- Graduating Cadets and complementary memberships

- Completion and awarding of Early Bird Campaign recognition certificates
- Processing pre-paid memberships before November 01
- Amalgamation of current membership categories

Ladies Auxiliary: Discussions took place with LA Provincial Presidents focusing on joint membership and DEC representation. Following a teleconference with Provincial Presidents on February 10, 2016 and under the direction of the Dominion President further discussions with the Ladies Auxiliary were placed on hold until following the 2016 Dominion Convention.

Fraternal Associate Members: A motion was passed at DEC to recognize Fraternal years of service if supported by a signed letter by the Branch President attesting to years of service.

Discontinuing Early Bird certificates: The committee passed a motion to discontinue the awarding of early bird and achievement branch certificates and will recognize and post the achievement levels on-line moving forward. To be effective for the 2016 Early Bird campaign.

Processing memberships before November 01: The committee amended section 1621 of the Membership Manual to remove the restriction of the November 1st submission date.

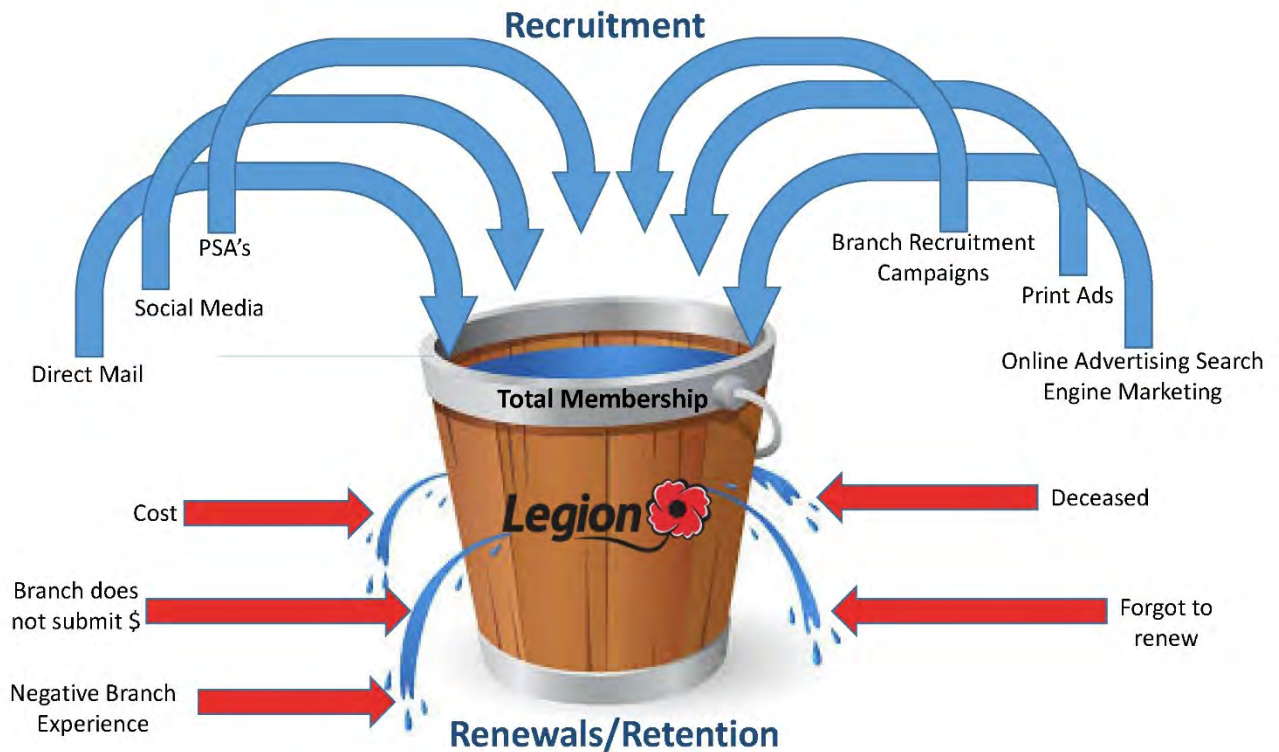
Amalgamation of current membership categories: The Committee revisited the proposal of reducing the current four membership categories to two which would include Veterans and Associate Members (all other members). The reasoning is to first and foremost recognize Veterans as their own category while simplifying the membership process for current and new members and promoting an organization of inclusiveness for all members.

THE LEGION'S LEAKY BUCKET

The biggest challenge facing the Royal Canadian Legion today continues to be declining membership. Membership has been on the decline for 25 years and if the Legion is to continue to survive and thrive as the largest veteran support and community services organization in Canada then membership needs to become a priority for every member of our vast organization.

The graphic below illustrates the following:

- A visual way of illustrating the fluid nature of Legion membership
- Highlights some of the many factors influencing paid membership
- The requirement to initiate many recruitment/renewal/retention programs simultaneously to positively impact total membership
- How many different entities play a role in growing membership (DC, local branches, existing members)



BUDGET

Enclosed with this report is a copy of the budget for the Membership and Outreach Committee. Delegates may raise any questions they may have concerning the budgets at this time. However, any motion for changes to the budgets as relates to the Membership and Outreach Committee, will have to be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

CONCLUSION

With a re-organized, newly focused Member Services department and the new membership processing applications we are now extremely optimistic about turning around Legion membership in the coming years.

As we all play a critical role in membership here's how the local branch can positively impact Legion membership:

- 1) Put out the welcome mat for all newcomers, veterans and civilians alike who wish to support veterans, promote remembrance and want to help grow our communities.
- 2) Use the new membership website for your processing and reporting needs.
- 3) At the very least, ensure Dominion Command is aware of your Branch rates to help with on-line member renewals.
- 4) Continue to obtain member phone numbers and email addresses and ensure they

are updated in the membership system or forwarded directly to Dominion Command.

- 5) Ensure your branch maintains an open-mind as the Member Services department will continue to introduce new ideas and programs over the coming years.

By following these 5 simple steps we collectively will ensure a better future for our Legion membership.

OUTREACH AND COMMUNICATIONS UPDATE

Since our last report to Dominion Convention, the Outreach and Communications section of the Outreach and Membership Committee has the following items to report:

There were some 150 media products released during this two-year period. This averages out to one media product for every week for the past two years. More than 325 media interviews were also completed by SEOs and Staff at Dominion Command.

The monthly PRO Teleconferences continue as a means of ensuring that outreach events and related media products are shared amongst all commands. Part of these teleconferences includes a monthly outreach calendar of events designed to maximize PR efforts across all commands.

In 2015, a survey was conducted to determine how many Dominion Command sponsored events unfold, on average, in any given calendar year. It was determined that the Legion is involved with some 166 scheduled events – or one event every two days. Finally, according to the Legion's media monitoring company, there were approximately 23,000 articles written about the Legion that were discussed in various media outlets during this two-year cycle.

We thank all committee members for their unwavering support and all their efforts over the past two years and also wish to recognize the recent accomplishments of the Member Services staff in revitalizing membership processing.

We move the acceptance of this report.

DEC APRIL 2016

Addendum to Membership and Outreach Report

Overview:

During 2015 the Membership and Outreach committee was given a mandate by the Dominion President to revisit the membership category resolution presented at the 2014 Dominion Command Convention and re-introduce the reduction of membership categories to two categories, one recognizing veterans and the second category to include all other members.

The importance of this resolution cannot be underestimated as it has a history of convention debate, addresses current veteran concerns, potentially impacts current membership retention and is considered a building block for future membership growth.

The Membership and Outreach Committee performed their duties and submitted the mandated resolution recently presented to DEC.

As communicated by our Chairman, in order to meet the deadlines for the Convention Book, the resolution was put before DEC committee members via an on-line discussion and voting process. This resolution was recently passed by a 10-8 vote.

During the discussion period of the voting process some frustration arose as a result of email issues excluding some DEC members from receiving all discussion communications. In addition, some DEC members strongly suggested this discussion be deferred to our DEC meeting to ensure all members could openly discuss this important resolution face to face to ensure we presented the best viable option to reducing membership categories while retaining and protecting the history of current membership categories.

In response to these concerns the Chairman ruled the on-line voting process would continue as per the guidelines but suggested a further discussion could take place when the membership report was open for discussion during the DEC meetings and at which time, if so required, a motion to rescind the already passed resolution could be tabled for consideration.

RESOLUTION FOR SUBMISSION TO DOMINION CONVENTION

2016

COMMAND	BRANCH
DOMINION	Dominion Command Membership Committee

**SUBJECT: AMALGAMATING MEMBERSHIP CATEGORIES TO THREE
DOMINION COMMAND NO: MBR 2**

WHEREAS the current categories of membership are: Ordinary, Associate, Affiliate Voting and Affiliate Non-Voting:

WHEREAS the primary objective of reducing and renaming some membership categories is to help generate cultural change to increase membership among regular Canadian citizens in addition to current and former Canadian Armed Forces personnel while retaining existing Legion members:

WHEREAS the evolution of membership in the Legion has continuously evolved from a strictly veteran's organization to one that encompasses all that possess a common belief in the Legion's Purposes and Objectives:

WHEREAS all members joining the Legion subscribe to the Purposes and Objectives of the Royal Canadian Legion and make declaration, either written or verbal, to that belief:

WHEREAS the Legion recognizes the need to streamline membership categories for those that want to join while at the same time, respecting the tradition of current categories while moving towards a more inclusiveness environment by ensuring voting privileges for all Legion members:

WHEREAS the Legion needs to continue to recognize those that serve and have served and those who have a rich history of dedicated service to veterans:

THEREFORE BE IT RESOLVED that the four categories of membership be reduced to three labelled "Veteran" for all that meet the Legion's veteran definition, "Associate" for all that meet the Legion's associate definition and 'Member' for all others.

REPORT OF THE DOMINION COMMAND SPORTS COMMITTEE

Andre Paquette	-	Chairman
Steve Wessel	-	Vice Chairman
Dick Wells	-	Member
Dan Kidd	-	Member
John Ladouceur	-	Member
Clarence Paul	-	Member
LeRoy Washburn	-	Member
Danny Martin	-	Committee Secretary
Angela Keeling	-	Asst Committee Secretary

The Dominion Command Sports Committee has met four times since the 2014 Dominion Convention – twice in Ottawa and twice by teleconference. The committee's focus continues to be one of containing costs and improving both the member sports program and the National Youth Track and Field Championships.

MEMBER SPORTS GENERAL

Since the last convention cost reduction has been a high priority issue at Dominion Command resulting in a conscientious examination of all current programs. As is the case in most approaches to cost reduction there are three options - to reduce expenditures, raise additional funds or a combination of both. The other important factor when this review was conducted was to determine the value of the program to the Legion. As value, in this case a subjective measurement tool, input from all members was provided to determine the programs worth. National surveys conducted in both 2006 and 2012 were also referenced to make informed decisions.

It was determined that the worth of member sports to many Legion branches is significant as it adds to the social aspect of the branch and brings in new members which in turn brings in needed revenue. Sports being a competitive pastime by nature thrives on activities that lend itself to competition and the staged competition from branch to national level is unique in an organization such as the Legion. For those that participate this is an incentive for membership. A by-product of these programs is the camaraderie and member unity it enhances at all levels of play.

As a result of the review the following points were set as a means to evaluate each sport currently played at the national level which includes curling, cribbage, darts and eight ball:

- Is there a significant following within the Legion?
- Does the sport contribute to the branch?
- Is the sport supported at the national level?
- Is there a way to control costs?
- Is there another way to organize these sports?

- Is there another source of funding?

The findings of the committee identified both cribbage and darts to have a strong following in the Legion at all levels of play. These sports were also universally supported by all commands. Eight ball was found to have a strong participation rate however it was not supported by two provincial commands. Curling had very limited participation and was not supported by four provincial commands. Curling as well did not significantly support the branch as the play was carried out, for the most part, away from the branch.

The major cost for hosting national tournaments was identified as travel, in particular air travel. As the cost for ticket purchase was dependant on the provincial selection process, the member's geographic location and when the member booked these costs could not be controlled. Therefore the committee used the average cost of travel from 2014 and established a maximum travel subsidy of \$700 (with some exceptions) per individual.

Over the past several years the Member Sports program was able to acquire sponsors, the latest being Corby's distilleries for Dominion Darts in 2015. However sponsors expect a return on their investment which is something the Legion cannot coordinate. In Corby's case they expected an increase in the sales of their products through an increased distribution to Legion branches. However Legion branches determine their own product purchase and are generally not interested in getting behind a national effort in regard to sponsoring companies. As a result Corby's did not renew their sponsorship and there is little prospect of further funding from this area.

The final determination by the committee was to reconfigure all member sports by staging only two a year and therefore cutting costs in half (rejected by DEC). There was also a recommendation to allow open teams to compete in curling (approved by DEC) and removing the geographical rotation for branches (approved by DEC). Despite these recommendations and in concert with other committee findings it was decided to suspend both curling and eight ball for 2016 and allow the convention to determine the future of these sports at the national level.

2015 DOMINION MEMBER SPORT CHAMPIONSHIPS

An update is provided on the outcome of member sports events for 2015:

- a. **Curling**
Hosted by: – Branch #122 Birch Hills, SK 14-19 March 2015
Champions: Branch #4 Chilliwack, BC

- b. **Cribbage**
Hosted by: Branch #281 Spruce Grove, AB 24 - 27 April 2015
Single: Branch #142 Halifax, NS
Doubles: Branch #133 Stoughton, SK
Team: Branch #142 Halifax, NS:

- c. **Darts**
Hosted by: Branch # 6 Surrey, BC 1 - 4 May 2015
Single: Branch # 1 Charlottetown, PE
Doubles: Branch #420 Blyth, ON
Team: Branch # 10 Portugal Cove, NF

- b. **Eight Ball** 24-27 May 2013
Hosted by: Branch #1 Calgary, AB, 14-19 March 2015
Singles Event: Branch # 17 Medicine Hat, AB
Doubles Event: Branch #47 Labrador City, NFLD/LBDR
Team Event: Team ALTA, Branch #238, Calgary, AB and Branch #17 Medicine Hat, AB

2016 DOMINION MEMBER SPORT CHAMPIONSHIPS

The results for the 2016 member sports championships were not available at printing however the complete results are available on the Legion Web site. The host venues were:

- a. **Curling:** Suspended for 2016

- b. **Cribbage:** 22 April – 25 April 2016
Hosted by: Branch #1, Charlottetown

- c. **Darts:** 6 - 9 May 2016
Hosted by Branch Branch #69, Saint John, NB

- d. **Eight Ball:** Suspended for 2016

MEMBER SPORTS – POINTS OF SIGNIFICANCE

The following was approved by motion or by the Sports Committee:

Member Sports Dress Code. There have been situations at the national championships where participants during play were dressed in a manner that was considered below that of an acceptable standard. Based on expectations from the committee and related dress codes in similar national events conducted outside the Legion's control it was felt that a national code of dress for Legion national tournaments be established. Therefore a mandatory dress code was established for national member sports to include as a minimum collared shirts, slacks and closed shoes. (approved by DEC Feb 15)

LEGION NATIONAL YOUTH TRACK & FIELD CHAMPIONSHIPS - GENERAL

The Legion National Youth Track & Field Championships remains the premiere Legion program for Canadian youth under the age of 18 years. Supported by several agencies

such as, Athletics Canada, FQA and Trackie this event is the de facto national championships for both the youth and midget age groups. In 2014 The Royal Canadian Legion was chosen as the recipient of the 2014 "Hommage Athlétas" Award from the Fédération québécoise d'athlétisme.

The Legion was selected to receive the "Hommage Athlétas" Award for its support of training, competition, and promotional activities of the Legion National Youth Track & Field program. The Sports Chairman was on hand to accept the award on behalf of the Legion at Gala Athlétas that took place in Montréal on the 22 November 2014.

The committee continues to pursue avenues of savings through independent travel bookings with airlines, providing revenue sharing activities with the host committee and proactively seeking sponsorship partners. National sponsorship partners over the past two years include Home Hardware, MBNA, PIB and BMO. In addition to the sponsorship initiatives revenue is also generated by the collection of registration fees which when combined with sponsorship funds exceed \$135,000 in 2015.

2014 LEGION NATIONAL YOUTH TRACK & FIELD CHAMPIONSHIPS

The 2014 Legion National Youth Track and Field Championships took place 13 - 19 August at the McLeod Athletic Park located in Langley Township, BC. The total attendance was 327 Legion sponsored athletes, 35 chaperones and 25 coaches representing all 10 commands. In addition there were 374 open category athletes.

The program continued to consist of, for Legion athletes, a clinic conducted by Athletics Canada, practice sessions, social activities and the actual meet. For 2014 a remembrance theme of the 70th anniversary of the D Day landings with a focus on Juno Beach and the 3rd Division was prominent throughout.

The Dominion President, comrade Tom Eagles attended the opening ceremonies and was the official guest speaker. Immediately following the ceremony Dominion Command hosted a reception at the athletic Field House located at the McLeod Athletic Park. Further receptions were held at Branch #6 Cloverdale (chaperones) and at Branch # 265 Aldergrove (coaches) on Saturday and Sunday respectively. The closing banquet was hosted at Trinity Western University (TWU) in the main dining hall with former national athlete and coach and current TWU Head Athletics Coach Laurier Primeau as the guest of honour.

The meet was held on 15 - 17 August under perfect weather conditions. The facility at McLeod Athletic Park was in excellent condition and enhanced the overall competition. The meet itself was carried out over a full three day period under the excellent organization of the meet director Brent Dolfo and Athletics Canada. The top Legion female athlete receiving the LeRoy Washburn trophy was Xahria Santiago from ON and the top male athlete receiving the Jack Stenhouse trophy was Callum MacNab from AB. Both trophies were presented on behalf of MBNA Canada.

2015 LEGION NATIONAL YOUTH TRACK & FIELD CHAMPIONSHIPS

The 2015 Legion National Youth Track and Field Championships took place 5 - 11 August at the Stade d'athlétisme Richard-Garneau located in Sainte-Thérèse, QC. The total attendance was 328 Legion sponsored athletes, 36 chaperones and 28 coaches representing all 10 provincial commands. In addition there were 602 open category athletes and 130 coaches. There was approximately 5000-6000 spectators/officials/volunteers from all parts of Canada in attendance over the three days of competition which included hundreds of veteran's both retired and serving covering all branches of service and all conflict areas from WWII to Afghanistan.

The program continued to consist of, for Legion athletes, a clinic, practice sessions, social activities and the actual meet. For 2015 a remembrance theme of the 70th anniversary of the liberation of Holland and the end of WWII was prominent throughout.

The LGov of QC, The Honourable Pierre Duchesne attended the opening ceremonies and was the official guest speaker. In attendance as well was a representative of the Netherlands Lieutenant-Colonel Christa Oppers-Beumer, Attaché for the Kingdom of the Netherlands, the mayors of Ste Therese and Blainville their Worships Surprenant and the Cantin respectively, the MP for Marc-Aurèle-Fortin, Alain Giguère and the MNA for Groulx, Claude Surprenant. Immediately following the ceremony Dominion Command hosted a reception on-site at the Stade d'athlétisme Richard-Garneau. Further receptions were held at Branch #208 Sainte-Thérèse/Blainville for the chaperones and coaches on Saturday and Sunday respectively. The closing banquet was hosted at Sainte-Thérèse/Blainville Community Centre in the main hall.

The meet was held on 7 - 9 August under perfect weather conditions. The facility at Stade d'athlétisme Richard-Garneau was in excellent condition and enhanced the overall competition. The meet itself was carried out over a full three day period under the excellent organization of the meet director Carole Crevier and Serge Thibaudeau of Athletics Quebec. The top Legion female athlete receiving the LeRoy Washburn trophy was Trinity Tutti from ON and the top male athlete receiving the Jack Stenhouse trophy was Aaron Marcynuk from AB.

TRACK & FIELD – POINTS OF INTEREST

The Sports Committee has continued to work toward improving the T&F program and reducing costs. The following points outline this effort:

- a. **National Chaperone Pool.** As some provincial commands have had problems securing the right amount of chaperones for their teams the committee approved the creation of a national pool of chaperones at Dominion Command level. As such any provincial commands that are faced with a chaperone shortage can request assistance. Qualifications required remain a current Police Record Check, Legion Membership and a branch recommendation.

b. **Disciplinary Removal of Athletes – Cost.** In very rare cases athletes that are removed from the program as a result of disciplinary action are sent home early. There are currently no financial repercussions but there are costs involved.

Although the chance of recovering funds from the parties involved would be slim it was felt that by making guardians and athletes aware of this financial requirement when signing the athlete form would be a proactive measure in prevention of future disciplinary problems. Therefore any athlete removed from the Legion National Youth Track & Field Championships due to disciplinary problems would be held financially responsible (as would their guardian) and assessed the full cost of the expenses incurred due to their removal including the cost of the escort.

c. **Airport Baggage Fees** - In 2015 the major airlines introduced baggage fees for all passengers booking flights at the economy rate. The basic charge for one checked bag per flight is \$26.50 (in most cases) totalling \$53.00 for a two way trip. The Committee considered whether the baggage fees should be reimbursed or left to the individuals to pay. The current direction in the Sports Guide under article 808 states that Dominion Command will cover 70% of the costs for Provincial Teams when traveling by air transportation from the designated departure airport (as authorized by Dominion Command) to the event location and return. As baggage fees formed part of the flight costs for air travel it was agreed that teams will be reimbursed to a maximum of one bag per person per flight.

d. **Competition Status:** The Legion program has been recognized by both national and provincial organizations receiving two national and three provincial awards over the past three years. These acknowledgements have enhanced the meet profile resulting in an increased interest from potential host communities. The current hosting roster has been confirmed through to 2020 with Brandon, MB and Sydney, NS confirmed as hosts. Additional communities have displayed interest and are awaiting the Legion to open up the bidding process.

In addition to Canadian recognition the quality of the competition has reached out beyond Canadian borders with teams/clubs from both the US and Jamaica making enquiries to compete in 2016. When combined with over 30 Canadian T&F Clubs who currently enter the Legion Nationals the Legion program (by reputation) is reaching out to all corners of Canada as well as internationally.

Overall this enhanced profile and popularity as being the only Canadian national championships for the under 18 age group has allowed the committee to maintain costs at a relatively constant level for the past 10 years. These gains were achieved through a more competitive host bidding process and the development of alternate revenue sources such as sponsorship, grants and registration fees.

e. **Information Technology:** The Legion Nationals has remained at the forefront of the information technology onslaught through the use of several media tools which include Facebook, Twitter, Flickr and UTube. As the information technology continues it

remains an important element not only as a communication tool but it also allows this event to remain relevant to its target audience, the youth of Canada. For 2016 the Legion will introduce live streaming of the competition as another step to both enhance the event and communicate to Canadians.

2014 CONVENTION RESOLUTIONS

The committee has reviewed two submitted resolutions. These resolutions will be dealt with later in the convention proceedings.

BUDGET

Enclosed with this report is a copy of the 2015-2016 budgets for Member Sports, the Legion National Youth Track and Field Championships and the Sports Committee. Delegates may raise any questions they may have concerning the budgets at this time. However, any motion for changes to the budgets as relates to the Sports Committee, will have to be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

CONCLUSION

The Legion Sports Committee continues to focus on the development and advancement of the Legion Sports programs with a view to improve programs while reducing costs, promote the Legion and enhance membership.

In conclusion, I want to thank the members of the Committee for their support and dedication throughout the past two years.

I move acceptance of this report as presented.

**REPORT OF THE DOMINION COMMAND
RITUAL AND AWARDS COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

R Goebel	-	Chairman
K. Sorrenti	-	Vice-Chairman
B. Kiley	-	Member
M. Latimer	-	Member
B. Poulin	-	Secretary
R. Mandy	-	Assistant Secretary

COMMITTEE ACTIVITY

The Ritual and Awards Committee last reported to DEC November 28, 2015. The Committee has met four times since then. Two of those meetings were at Legion House and two were by teleconference. Most other meetings this year will be by teleconference. Applications for major awards are reviewed in a timely manner and all matters pertaining to Ritual, Insignia and Protocol are attended to. There is no backlog of applications. The Committee has noted an increase in the number of enquiries being received concerning Ritual, Awards and Protocol, but all are addressed in a timely manner.

COMMEMORATIVE LAPEL PIN

Through the approval of D.E.C. authorization for the wearing of the Tomb of the Unknown Soldier lapel pin on Legion Dress began on November 1 of this past year and will end on November 30th of this year. This lapel pin to commemorate the 100th Anniversary of WW1 is permitted for wear on Legion dress along with our We Support Our Troops lapel pin for this one year period.

FORGET-ME-NOT

Following our November D.E.C. meeting, the Committee received a formal request from Newfoundland/Labrador Command regarding the wearing of the Forget-Me-Not commemorative flower on Legion Dress during a one year period in commemoration of the 100th Anniversary of the battle of Beaumont Hamel. At a Committee meeting in December, our Committee unanimously approved the authorization for members of Newfoundland/Labrador Command to wear the Forget-me-not commemorative flower lapel pin on the left lapel of Legion Dress for the period of January 1, 2016 to December 31, 2016 with one exception. This exception being that during the two week period of October 28, 2016 through to November 11, 2016, it is the Poppy that is to be worn on the left lapel of Legion Dress during our annual Poppy Campaign.

150th ANNIVERSARY

At our November D.E.C. meeting, approval was given to have a Legion 150th Anniversary Commemorative medal to be struck for wear on Legion Dress and the uniforms of members of our Ladies Auxiliary. The approval included that the distribution of this Commemorative Medal be made available through our Legion Supply Department for wear on Legion dress commencing January 1, 2017.

SOVEREIGN'S MEDAL FOR VOLUNTEERS

As an official honour created by the Crown, the Sovereign's Medal for Volunteers will be introduced in the spring of 2016 and will be a part of the Canadian Honours System. The program will incorporate and replace the Governor General's Caring Canadian Award that had been created in 1995. Until the inaugural presentation ceremony of the Sovereign's Medal for Volunteers is held in July of 2016 in Halifax, presentations of the Caring Canadian Award will be ongoing. Existing Caring Canadian Award recipients will subsequently receive this new medal to complement their CCA. More information concerning the process for these presentations will be forthcoming. In the meantime we ask that Provincial Commands promote these Canadian Awards amongst your membership through your Districts, Zones and Branches within your Provincial Command. The application process may be found at www.gg.ca/nominate Our R.A.P manual will be updated to reflect the change from the Governor General's Caring Canadian Award to the Sovereign's Medal for Volunteers. A fact sheet explaining this new medal is also attached to this report.

VETERANS AFFAIRS COMMENDATION

In 2001, with the approval of Her Majesty the Queen, the Minister of Veterans Affairs Commendation was created to recognize individuals across the country who, on a voluntary basis, has contributed in an exemplary manner to the care and well-being of Veterans or to the remembrance of the contributions, sacrifices and achievements of Veterans. An individual for this Commendation may be nominated by using the nomination form available at all Veterans Affairs Canada district and regional offices and on-line at www.veterans.gc.ca. We encourage all members to promote this Commendation within their Branches and community.

COMMITTEE WEBSITE LINK

The Committee continues to review the information posted on the Ritual and Awards Legion website section. The Committee continues to work on a plan for the development of a standard Power-Point style seminar presentation for Ritual, Awards Protocol and Ceremonial Events. This seminar will serve to assist Commands, Zones, Districts and Branches in promoting awareness at all levels regarding the proper use of the Legion Ritual, Awards and Protocol system. The Committee also reviewed the website FAQ's and have made additions, deletions as well as updates as deemed necessary.

HONOURS & AWARDS APPLICATIONS – 1 DECEMBER 2015– 31 JANUARY 2016

AWARD	APPROVED	RETURNED	TOTAL
Palm Leaf - MSM	2	3	5
Palm Leaf - MSA	0	0	0
MSM	3	6	9
MSA	0	1	1
Media Award	0	0	0
Friendship Award	0	0	0
Total Reviewed	5	10	15

Note: This table does not include applications received between February and April 2016.

CONCLUSION

I would ask that a Voting DEC member move the adoption of this report.



Fact Sheet

Office of the Secretary to the Governor General

SOVEREIGN'S MEDAL FOR VOLUNTEERS

The Sovereign's Medal for Volunteers will recognize the exceptional volunteer achievements of Canadians from across the country and celebrate a wide range of voluntary contributions.

As an official honour created by the Crown, the Sovereign's Medal for Volunteers will be part of the Canadian Honours System. The program will incorporate and replace the Governor General's Caring Canadian Award, created in 1995, by then-Governor General the Right Honourable Roméo LeBlanc.

The Chancellery of Honours, part of the Office of the Secretary to the Governor General, will administer the program.

Nomination Process and Eligibility Criteria

The Sovereign's Medal for Volunteers will recognize living Canadians who have made a significant, sustained and unpaid contribution to their community, in Canada or abroad. Non-Canadians will also be eligible if their contribution brings benefit or honour to Canadians or to Canada.

Until the inaugural presentation ceremony of the Sovereign's Medal for Volunteers is held in 2016, presentations of the Caring Canadian Award will be ongoing. Nominations for this award will continue to be accepted throughout the year by the Chancellery of Honours and reviewed by an advisory committee, which will make recommendations to the governor general. Existing Caring Canadian Award recipients will subsequently receive the medal to complement their award.

Nominate a friend, neighbour or member of your community who deserves this unique honour by visiting caring.gg.ca.

Description of the Medal

The Sovereign's Medal for Volunteers consists of a silver circular medal that is 36 mm in diameter with a suspension ring. The obverse depicts a contemporary effigy of the Sovereign, circumscribed with the inscription in capital letters of the Canadian Royal Title and the word "CANADA", separated by two maple leaves. The reverse bears a large and a small heart interlaced, set with five maple leaves on the outer edge of the large heart which is surmounted by a coronet bearing three maple leaves. The edge of the reverse is decorated with a sunburst pattern. The medal is suspended from a ribbon that is 32 mm in width, the edges of which shall consist of 9.25 mm deep red stripes and the centre of which shall consist of five 1.5 mm gold stripes interspersed with four 1.5 mm blue stripes.

Questions concerning the Caring Canadian Award or the Sovereign's Medal for Volunteers can be sent to caring-entraide@gg.ca or by calling 613-993-1803 or 1-800-465-6890 (toll-free).



Obverse / Avers

Reverse / Revers



FICHE D'INFORMATION SUR LA MÉDAILLE DU SOUVERAIN POUR LES BÉNÉVOLES

La Médaille du souverain pour les bénévoles reconnaîtra les réalisations bénévoles exceptionnelles de Canadiens partout au pays et célébrera tout un éventail de réussites et de contributions bénévoles.

En tant que distinction honorifique officielle créée par la Couronne, la Médaille du souverain pour les bénévoles fera partie du Régime canadien de distinctions honorifiques. Le programme intégrera et remplacera le Prix du Gouverneur général pour l'entraide créé en 1995 par le très honorable Roméo LeBlanc, alors gouverneur général.

Le programme de la Médaille du souverain pour les bénévoles sera administré par la Chancellerie des distinctions honorifiques, qui fait partie du Bureau du secrétaire du gouverneur général.

Critères d'admissibilité et processus de nomination

La Médaille du souverain pour les bénévoles reconnaîtra les Canadiens, de leur vivant, qui ont apporté une contribution importante, soutenue et non rémunérée à leur collectivité, au Canada ou à l'étranger. Les non-Canadiens seront aussi admissibles si leur contribution a profité ou rendu hommage aux Canadiens ou au Canada.

D'ici la cérémonie de remise inaugurale de la Médaille du souverain pour les bénévoles en 2016, le Prix pour l'entraide continuera d'être octroyé. Les candidatures pour ce prix continueront d'être acceptées par la Chancellerie des distinctions honorifiques et examinées par un comité consultatif, qui formulera des recommandations à l'intention du gouverneur général. Les récipiendaires actuels du Prix pour l'entraide recevront éventuellement une médaille, comme complément à leur prix.

Proposez la candidature d'un ami, d'un voisin ou d'un membre de leur communauté qui mérite cette distinction honorifique unique en visitant entraide.gg.ca.

Description de la médaille

La Médaille du souverain pour les bénévoles est une médaille en argent, de forme ronde et d'un diamètre de 36 mm, munie d'un anneau de suspension. Sur l'avvers figure l'effigie contemporaine du souverain entourée de la mention de son titre royal canadien en lettres majuscules et du mot « CANADA », séparés par deux feuilles d'érable. Le revers illustre un grand et un petit cœurs entrelacés, le bord extérieur du plus grand étant paré de cinq feuilles d'érable en plus d'être surmonté d'une couronne ornée de trois feuilles d'érable. Le pourtour du revers est décoré d'un motif de soleil levant. La médaille est suspendue à un ruban de 32 mm de largeur, dont les bords extérieurs comportent des bandes de 9,25 mm en rouge foncé et dont le centre comporte cinq bandes dorées de 1,5 mm entrecoupées de quatre bandes bleues de 1,5 mm.

Pour toute question concernant le Prix du Gouverneur général pour l'entraide ou la Médaille du souverain pour les bénévoles, veuillez faire parvenir un courriel à caring-entraide@gg.ca ou composer le 613-993-1803 ou le 1-800-465-6890 (sans frais).



Obverse / Avers

Reverse / Revers

REPORT OF THE DOMINION COMMAND RITUAL & AWARDS COMMITTEE

R Goebel	-	Chairman
K. Sorrenti	-	Vice-Chairman
B. Kiley	-	Member
M. Latimer	-	Member
B. Poulin	-	Secretary
R. Mandy	-	Assistant Secretary

Statistics

AWARD	2014 APPROVED	2014 RETURNED	2014 TOTAL	2015 APPROVED	2015 RETURNED	2015 TOTAL
Palm Leaf MSM	20	6	26	24	19	43
Palm Leaf MSA	2	2	4	6	0	6
MSM	45	36	81	37	19	56
MSA	3	4	7	11	2	13
Media Award	7	0	7	7	0	7
Friendship Award	25	0	25	14	0	14
Total Reviewed	102	48	150	99	40	139

New Committee Members

Changes to the membership of the committee took place during the past two years. Bruce Poulin took over as the committee secretary and Roseanna Mandy as the assistant secretary.

Honours and Awards

The Committee continues to meet on a monthly basis either in person, electronically or by teleconference and processes applications for the MSM, MSA and the Palm Leaf in a timely manner. There is no backlog of applications.

Committee Manuals

Since Legion manuals are no longer available in a hard copy format, the Committee continues to review our manual on a regular basis and makes any grammar or cosmetic changes to it as deemed necessary. Any changes that may affect the intent of a particular section or subsection within the manual are made through recommendations approved by D.E.C.

Similarly, the Chaplain's manual is also reviewed on a regular basis by the Committee. Both manuals are available on our Legion's website.

Commemorative Lapel Pin

At the D.E.C. meeting held in February 2015, approval was given authorizing the wearing of the Tomb of the Unknown Soldier lapel pin on Legion Dress between the period of November 1, 2015 and November 30, 2016. This lapel pin to commemorate the 100th Anniversary of WW1 is permitted for wear on Legion dress along with our We Support Our Troops lapel pin for this one year period. This WW1 Commemorative lapel pin is permitted to be worn on the right lapel of the Legion blazer directly below the current We Support Our Troops lapel pin for this one year period. It is to be worn in a horizontal position similar to the manner in which it is displayed on the point of sale promotional display card when purchased through our Supply Department.

90TH Anniversary Medal

At the D.E.C. meeting In September of 2014, approval was given for the introduction of a 90th Anniversary Medal to commemorate the 90th Anniversary of The Legion in 2016 as a Veterans and Community Service Organization. This Commemorative Medal depicts the Legion Colours as well as the Royal Newfoundland Regiment Colours, to tie in with the 100th Anniversary of the battle at Beaumont-Hamel. The medal has since been made available for sale to all members of The Legion and our Ladies Auxiliaries through our Supply Department for wear on Legion Dress beginning in June of 2015.

150th Anniversary

As we are all aware, the year 2017 will mark the 150th anniversary of this great country of ours. No doubt there will be many commemorative events being held across Canada to celebrate this very meaningful milestone. This no doubt will also include the creation of a Government of Canada 150th Anniversary Commemorative medal similar to the Canada 125 medal. However, as is the case with all Government medals a criterion will be struck and only a limited number of Legion members would no doubt be recipients of this medal which would be worn on the left breast of Legion dress. The 150th anniversary of our great country will no doubt also include various celebrations taking place within Legion Branches. With this in mind, approval was given at our September, 2015 D.E.C. meeting that a Legion 150th Anniversary Commemorative medal be struck for wear on Legion Dress and the uniforms of members of our Ladies Auxiliary. The distribution of such a Commemorative Medal will be limited to Legion members and L.A. members only, and

the medal will be made available through our Legion Supply Department for wear on Legion dress commencing January 1, 2017,

Electronic Submissions

In keeping with our ever changing world of electronics, and on the request of a Provincial Command, the Committee agreed to accept major award applications electronically from Provincial Commands. A memorandum to this effect was sent to all Provincial Command in April of last year. As a result of this change, the majority of our major award applications are now being received electronically. We encourage all Commands to send their applications to our Committee electronically.

Forget-Me-Not

In November of this past year, the Committee received a request from Newfoundland/Labrador Command regarding the wearing of the Forget-Me-Not commemorative flower on Legion Dress during a one year period in commemoration of the 100th Anniversary of the battle of Beaumont Hamel.

On July 1, 1916, the opening day of the Battle of Somme, the Newfoundland Regiment fought its first engagement in France during WW1. Their attack of Beaumont-Hamel was to be taken by surprise but unfortunately the Germans knew the attack was coming and the result was the costliest of the entire war for this regiment. Of the 801 Newfoundlanders who went into battle that day, only 69 were able to answer roll call the next day as there were 255 dead, 386 wounded and 91 missing. Since that time, Newfoundland has adopted the Forget-Me-Not as their commemorative flower to those who paid the supreme sacrifice at Beaumont-Hamel.

At a Committee meeting in December of last year, our Committee unanimously approved the authorization for members of Newfoundland/Labrador Command to wear the Forget-me-not commemorative flower lapel pin on the left lapel of Legion Dress for the period of January 1, 2016 to December 31, 2016 with one exception. The exception being the two week period of October 28, 2016 through to November 11, 2016. During this time frame it is the Poppy that is to be worn on the left lapel of Legion Dress during our annual Poppy Campaign.

Budget

For your information, a copy of the Ritual and Awards Committee budget for the period 2015-2016 is attached to this report. This report was included in the budget that was previously formally brought forward by the Dominion Treasurer in his report.

Committee Website Link

The Committee continues to review the information posted on the Ritual and Awards Legion website section including FAQ's. The Committee also continues to work on a plan

for the development of a standard PowerPoint style seminar presentation for Ritual, Awards Protocol and Ceremonial Events. This seminar will serve to assist Commands, Zones, Districts and Branches in promoting awareness at all levels regarding the proper use of the Legion Ritual, Awards and Protocol system.

Veterans Affairs Commendation

In 2001, with the approval of Her Majesty the Queen, the Minister of Veterans Affairs Commendation was created to recognize individuals across the country who, on a voluntary basis, has contributed in an exemplary manner to the care and well-being of Veterans or to the remembrance of the contributions, sacrifices and achievements of Veterans. An individual for this Commendation may be nominated by using the nomination form available at all Veterans Affairs Canada district and regional offices and on-line at www.veterans.gc.ca. We encourage Legion members to promote this Commendation within their Branches and communities.

Sovereign's Medal for Volunteers

As an official honour created by the Crown, the Sovereign's Medal for Volunteers was introduced in the spring of 2016 and now is included as a part of the Canadian Honours System. The new medal replaces the Governor General's Caring Canadian Award that had been created in 1995. The inaugural presentation ceremony of the Sovereign's Medal for Volunteers will be held in Halifax in July of this year. Existing Caring Canadian Award recipients will subsequently receive this new medal to complement their CCA. More information concerning the process for these presentations will be forthcoming. Information regarding the medal and the manner in which a member may nominate another member may be found at www.gg.ca/nominate. We encourage Legion members to promote this new Sovereign's Medal for Volunteers within their Branches and communities. An all-branch memorandum has previously been sent to introduce this new award.

**THE ROYAL CANADIAN LEGION
DOMINION COMMAND
RITUAL & AWARDS COMMITTEE**

	2012 ACTUAL	SEPT 30 2013 ACTUAL	2013 BUDGET	2014 BUDGET
Travel				
Per Diem				
Printing & Stationery				
Telephone				
Postage				
manuals, obsolete stock				
TOTAL				

**THESE FIGURES WILL BE PROVIDED DIRECTLY TO THE DIRECTOR
ADMINISTRATION BY THE DIRECTOR FINANCE ON BEHALF OF THE COMMITTEE.**

Conclusion

In conclusion, I thank the Dominion President for his kind appointment to chair your committee. I also wish to thank the members of the Ritual and Awards Committee for their dedicated efforts and the members of the Dominion Command Staff for their diligence and support.

The Ritual and Awards Committee is committed to maintain the highest standards for Legion awards, and for the protocol, ritual and ceremonies practiced by members, Branches and Commands of the Legion. The Committee is an active partner in the process of change and renewal currently taking place throughout the Legion. This committee remains fully committed to these goals.

Good Afternoon Comrades

My report can be found on pages 90 to 94 of your Agenda which is followed by our Convention Report on pages 95 to 99 inclusive.

I am not going to read my report but rather would like to hi-light a couple of items mentioned in the report. As we know, this week is National Volunteer Week.

And as we also all know, our organization is a volunteer based organization. Volunteers who work tirelessly to ensure the success of their local Branch and in turn The Royal Canadian Legion.

For all of their efforts, Branches across the country hold Honours and Awards Banquets to recognize the efforts of some of our volunteers through the presentation of various Legion awards.

However, there are many of our volunteers who go unnoticed. As we know, we have several Legion awards that we make available to our members, but far too often Branches do not take advantage of them in recognizing their members with a small token of appreciation.

We have various Legion awards and in our report I have mentioned a couple that are available outside of the Legion. The Veterans Affairs Commendation and the Governor General's Caring Canadian Award that is soon to be changed to the Sovereign's Medal for Volunteers. These are mentioned in our report along with an attached Fact Sheet explaining the Sovereign's Medal for Volunteers.

And just an update on the new Sovereign's Medal for Volunteers.

On Wednesday of this past week, I received an email from the Governor General's office, advising that this week, the CCA will change from the Governor General's Caring Canadian Award, to the Sovereign's Medal for Volunteers, making it an official Canadian honour.

The inaugural presentation ceremony took place on Tuesday of this week at Rideau Hall as part of the Governor General's National Volunteer Week activities.

All existing recipients of the Canadian Caring Award will also be receiving this new medal, to complement their existing award, and to recognize their ongoing commitment to volunteerism.

However, there are currently a number of options being explored as to how this will be done, and it is anticipated that existing recipients will begin to receive the new medal by the Fall of this year. With more than 2600 CCA recipients to date, you can imagine that this is no small undertaking.

A memorandum went out to all of our Provincial Honours and Awards Chairmen earlier this year entitled Major Awards. This memorandum promoted these other Government awards outside of the Legion, and an all-branch mailing also went out promoting these awards to our membership. The Fact Sheet attached to this report was also included in these mailings.

When our Committee receives applications for major Legion awards, we oftentimes see citations where the member has been doing great work for our Veterans over several years, and would certainly qualify for the Veterans Affairs Commendation, but have not received it. We see other citations where the member would certainly qualify for the current Governor General's Caring Canadian Award, or other Government Awards that are available to our membership.

And although some Branches do submit applications for Government awards, most do not. Our Committee does not peruse Government Award applications, or approve applications, but we will certainly assist any Branch or member with the application process that is to be followed.

We just have to keep reminding our Branches about recognizing their members and we ask the Provincial Presidents for their assistance in this regard.

Currently, when we send disposition memorandums back to our Provincial Commands, we indicate that the application has been approved or the reason why it was not approved, and what additional information is required.

We are now also going to include in the memorandums of approval that we feel deserve further recognition, a suggestion about giving consideration to other awards that are out there available to their members over and above Legion awards.

Comrade Chairman with your permission, I have a short addendum to my report.

ADDENDUM

Our Committee received a total of 8 resolutions for review for our upcoming Dominion Convention. Non were concurred and one was referred to another committee for their review.

On another point, and as was mentioned in our report at D.E.C. last November, a new initiative was introduced by our Committee at our 2014 Dominion Convention that received full support. This initiative involved the production of an Honour Roll similar to the ones currently located in Legion Branches, Government buildings, schools, libraries and churches in communities across Canada.

These current Honour Rolls honour those who served in WW1, WW11 and Korea. The new Honour Roll is to include the names of Canadian Armed Forces, R.C.M.P., Civilian Police and Firefighters, as well as other civilians who served in an operational theatre in one of the recognized missions since 1953 in which Canada participated.

A recommendation was made and approved at our 2015 February D.E.C. meeting to introduce this as a pilot project in Carleton Place, where the idea originated, before going any further with it.

Since that time, and as we reported to D.E.C. last November, an Honour Roll was presented to Town Council and the program was introduced to the community. This included the introduction of a submission form, and the criterion required for names to be included on the new Honour Roll. The program has also since been unveiled in Beckwith Township since many residents living in Beckwith have a Carleton Place address.

Also at our last D.E.C. meeting in November, we stated in our report that we would be prepared to submit a recommendation at our next D.E.C. meeting in regards to the possible expansion of this program.

Well on Tuesday of this week, we unveiled our first new Honour Roll to Carleton Place Council, that included 13 names. And the reception that we received was outstanding. The new Honour Roll has now found a place in the Council Chambers of our Town Hall alongside those from WW1, WW11 and Korea.

We will now continue to receive submissions and update our new Honour Roll on a regular basis.

At previous D.E.C. meetings, the problem in rolling out such an Honour Roll program across the country, appeared to be the logistics of the program, and the cost factor that might be involved. Well our Committee feels that we could follow a similar

route as we did in Carleton Place, without there being any cost involved to Dominion Command, nor any stockpiling of Honour Rolls in Supply.

In Carleton Place, we had an electronic version of our Honour Roll that had received approval from this body, and a local printer agreed to print the Honour Roll for us. This same printer also printed the first batch of names on the new Honour Roll for us, and will continue to update it as we receive more names. We feel that a similar process could be followed nationally.

And since this program is a program about Remembrance, our Committee recommends that this be done through our Poppy and Remembrance Committee. We would work with the Committee as to the criterion, submission form and Honour Roll that was utilized in rolling out the program in Carleton Place.

Recommendation

That the Honour Roll initiative established by the Dominion Command Ritual and Awards Committee, unveiled as a pilot project in the Town of Carleton Place, be rolled out in an electronic format for the use by Branches across our Command, through the Poppy and Remembrance Committee, in consultation with the Ritual and Awards Committee.

I would ask that a voting member of D.E.C. move this recommendation.

CONCLUSION

I would ask that a Voting DEC member move the adoption of this report.



FOR SOVEREIGN AND COUNTRY
MEMBERS OF

THE TOWN OF CARLETON PLACE

WHO SINCE 1953 SERVED OUR COUNTRY AND COMMUNITY
WITH HONOUR, VALOUR, COURAGE AND PRIDE
WITH OUR CANADIAN FORCES
IN UN/NATO PEACEKEEPING/MILITARY MISSIONS



BOUDREAU, DANIEL

LEBEAU, J. NORMAND

CARVILL, WILLIAM

PAASILA, MICHAEL

COMEAU, BRIAN

SCHAFFER, PETER

CROWDER, LYNDON

SUTTON, ALTON (JR.)

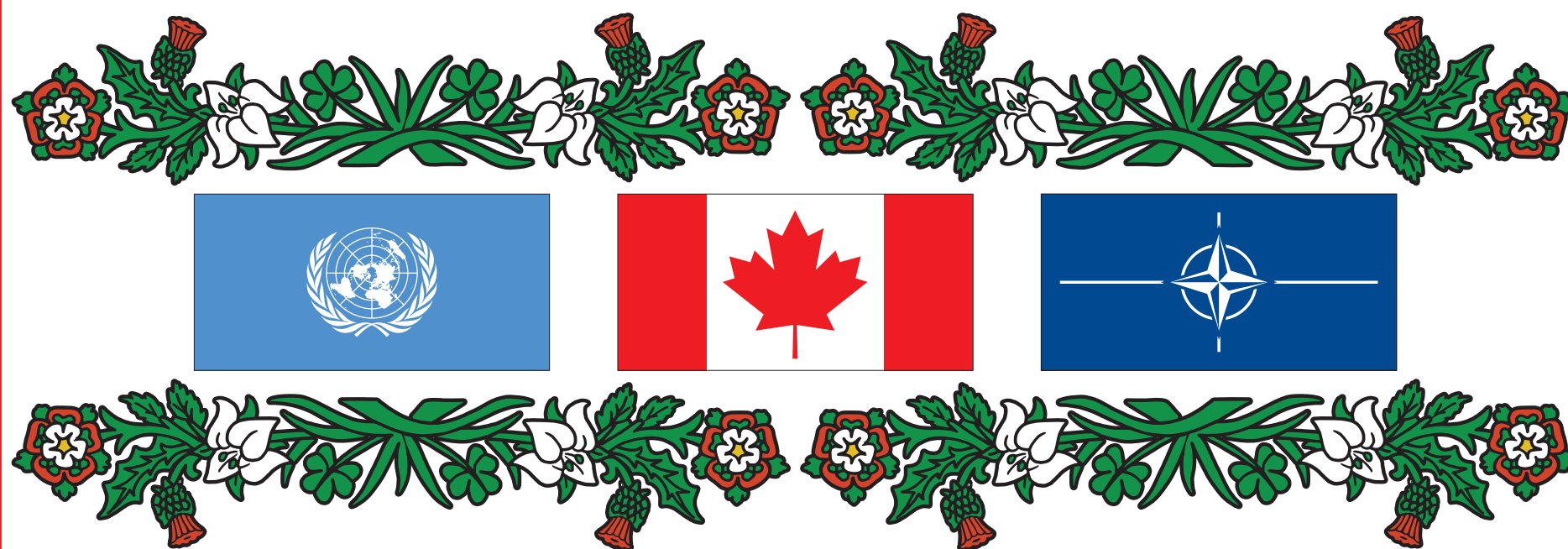
DORLAND, MARK

TUNWELL, DONALD

GALLIPEAU, BRIAN (JAKE)

WOOD, GEORGE

GREER, GARY



**REPORT OF THE DOMINION COMMAND
CONSTITUTION AND LAWS COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 17-2

J. Rycroft	-	Chairman
D. Eaton	-	Vice-Chairman
J. Frost	-	Member
G. O'Dair	-	Member
S. Clark	-	Secretary
D. Martin	-	Assistant Secretary

GENERAL

The Committee met last by teleconference on 14 March 2016. Members continue to review and respond to Constitution and Laws questions from Commands.

PROVINCIAL COMMAND BY-LAW AMENDMENTS

Since the last meeting, the Committee reviewed amendments to the By-Laws for Ontario and Saskatchewan Provincial Commands.

PROPOSED AMENDMENT TO GBL 418.A

Recent situations have shown the phrase "...or take any other action necessary or advisable for the good of the Legion..." has been erroneously applied as it is easy to interpret it too widely. This provision is intended to apply to those situations not already covered in the By-Laws as to list all potential situations would be impossible. It cannot be used as authority to circumvent any specified process. The following recommendation, therefore, is brought forward for DEC consideration and approval:

RECOMMENDATION: It is recommended that subsection 418.a of The General By-Laws be amended to read:

*The Dominion President may, after enquiry and for cause clearly stated, revoke or suspend the charter or powers of any command, branch or auxiliary, or suspend any officer thereof, or revoke the membership of any member, or take any other action **not inconsistent with these By-Laws that is necessary or advisable for the good of the Legion, and shall report to the Dominion Executive Council upon the action taken.***

RITUAL AND AWARDS RECOMMENDATION TO DEC

As directed by DEC in November 2015, the committee reviewed both the Legion's definition of a veteran as located in subsection 101.d of The General By-Laws and the requirements/qualifications for Ordinary Membership specified in section 207.

As this subject falls under the purview of the Membership and Outreach Committee, recommended changes have been passed to that committee for consideration.

CONSULTATION

Committee opinion was provided to the Membership and Outreach Committee on the proposed resolution to reduce membership categories to two as it related to requirements in The Act to Incorporate and The General By-Laws.

The members also provided input to the Poppy and Remembrance Committee on a proposed By-Law amendment.

I would ask a member of DEC to move approval of this report.

REPORT OF THE DOMINION COMMAND CONSTITUTION AND LAWS COMMITTEE

J. Rycroft	-	Chairman
D. Eaton	-	Vice-Chairman
J. Frost	-	Member
G. O'Dair	-	Member
S. Clark	-	Secretary
D. Martin	-	Assistant Secretary

GENERAL

The purpose of this Committee is to advise the Legion on constitutional matters arising from interpretation of the Act of Incorporation and The General By-Laws which occurred between Conventions. All requests for rulings are to be directed to the Secretary of the Committee at Dominion Command; committee consideration is then coordinated via electronic means only – email or teleconference.

THE GENERAL BY-LAWS MANUAL

The General By-Laws manual was revised and made available on-line by 1 October 2014. Subsequent amendments have been circulated and the on-line manual kept current.

AMENDMENTS TO PROVINCIAL COMMAND BY-LAWS

In 2014-2016, the Committee reviewed and approved proposed amendments to the Provincial Command By-Laws for six commands, Eastern Zone of USA International Zone and TVS.

AMENDMENTS TO THE GENERAL BY-LAWS

Since the last Convention held in Edmonton, AB in June 2014, the Dominion Executive Council approved three By-Laws amending The General By-Laws of the Legion. By-Laws Nos. 91, 92 and 93 are presented with this report and are submitted to this convention for ratification under Section 6(2) of the Legion's Act to Incorporate. If not ratified, they will cease to have effect at the end of this convention.

BY - LAW NO. 91

A By-Law to Amend The General By-Laws of The Royal Canadian Legion, as amended prior to this date

It is hereby enacted as and for a by-law of The Royal Canadian Legion by the Dominion Executive Council in session this 13th day of September 2014 that The General By-Laws of The Royal Canadian Legion as amended be, and they are hereby amended by:

Sub sub-section 304.b.iv.

Insert as Sub sub-section 304.b.iv.:

304.b.iv. enclose payment of a complaint filing fee in the amount of \$100 payable to the Branch or Command with which the complaint is filed. The complainant will have the \$100 returned in all but one circumstance. That circumstance is where there is a final disposition at a hearing (after all appeals, if any, are heard) and at that hearing the entire complaint is completely dismissed. Then and only then will the \$100 filing fee be forfeited; and

Section 506.

Delete the current wording of Section 506 and replace with:

506 A Command shall make provision in its By-Laws for implementation and management of administration fees for lodging complaints and may do so for appeals under Article III of these By-Laws.

BY - LAW NO. 92

**A By-Law to Amend The General By-Laws of
The Royal Canadian Legion, as amended prior to this date**

It is hereby enacted as and for a by-law of The Royal Canadian Legion by the Dominion Executive Council in session this 22nd day of February 2015 that The General By-Laws of The Royal Canadian Legion as amended be, and they are hereby amended by:

Section 110.

Re-number text in Section 110 to read 110.a.

Insert as Subsection 110.b.:

110.b The use of a member's private contact information is restricted to conducting the administrative affairs of the branch or Command.

Subsection 111.d.

Insert as Subsection 111.d.:

111.d Unless otherwise provided at the time of appointment or in branch or command by-laws, the duration of an appointment is for a term as specified by the appointing authority for that position.

Termination before the end of the term may be done only for cause and only by the appointing authority. Appointees may appeal their removal for cause in the same manner as if the removal was a disposition of removal from office or position held as a result of a complaint hearing. The appeal committee may either confirm the removal or direct reinstatement.

Section 202.

Delete the current wording of Section 202 and replace with:

202. No person who advocates the destruction by force of the duly constituted government of the country where the branch may be, or any person proven to advocate, encourage or participate in subversive action or subversive propaganda shall be permitted to become a member.

BY - LAW NO. 93

A By-Law to Amend The General By-Laws of The Royal Canadian Legion, as amended prior to this date

It is hereby enacted as and for a by-law of The Royal Canadian Legion by the Dominion Executive Council in session this 28th day of November 2015 that The General By-Laws of The Royal Canadian Legion as amended be, and they are hereby amended by:

(Note: the inclusion of a new section 205 resulted in numerous amendments up to and including subsection 227.d that are administrative only as many referenced sections and subsections required updating.)

Section 101.j.

Insert as subsection 101.j.:

- 101.j. INTERNATIONAL ZONE: means a body outside Canada authorized by Dominion Command to conduct operations as specified in accordance with Article VII of these By-Laws.

Re-number current subsections 101.j to 101,p to read 101.k to 101.q.

Subsection 201.d.

Amend subsection 201.d. to read:

- 201.d. Subject to the provisions respecting Tuberculous Veterans' Section, no person may be a member of more than one branch of the Legion at the same time (see Sections 224 - 226).

Section 205.

Insert as Section 205:

- 205 No member of the Legion may sign in or bring in to any Legion premises any person who was expelled from the Legion or who has had their membership revoked by the Dominion President. Further, no member of the public who has been expelled from the Legion or had their membership revoked by the Dominion President may enter any Legion premises.

Re-number Sections 205-226 to read 206-227.

Subsection 208.b

Amend new subsection 208.b. to read:

- 208.b. is the spouse, parent or sibling of an associate who qualified under Subsection 208.a. or Subsection 208.c. to h. In the case of divorce or legal (documented) separation, a spouse who is an associate member through marriage to an associate member, retains the right to membership unless such membership lapses; or

Section 211.

Amend new section 211 to read:

211. Membership in USA Branches/Posts is only open to Canadian citizens and Commonwealth subjects who meet the eligibility criteria stated in Sections 206-209, as well as United States citizens who meet the criteria stated in Sections 212-214.

Subsection 212.b

Amend new subsection 212.b. to read:

- 212.b. A member admitted under Subsection 212.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category, to Affiliate non-voting, would be required.

Sub-subsection 213.a.i.

Amend new sub-subsection 213.a.i.. to read:

- 213.a.i. is the child, adopted child, stepchild, grandchild, niece, nephew, spouse, widow/er, sibling or parent of a person who is or was eligible to be an

ordinary member in a United States branch/post, pursuant to Section 212;
or

Sub-subsection 213.a.ii.

Amend new sub-subsection 213.a.ii.. to read:

213.a.ii. is the spouse, parent or sibling of an associate member who qualified under Subsection 213.a.i or Subsection 213.a.iii. In the case of divorce or legal (documented) separation, a spouse who is an associate member through marriage to an associate member, retains the right to membership unless such membership lapses; or

Subsection 213.b

Amend new subsection 213.b. to read:

213.b. A member admitted under Subsection 213.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category, to Affiliate non-voting, would be required.

Subsection 214.b

Amend new subsection 214.b. to read:

214.b. A member admitted under Subsection 214.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category, to Affiliate non-voting, would be required.

Section 215.

Amend new section 215 to read:

215. Notwithstanding the provisions of Sections 206 to 214, any person who was qualified and became an ordinary, associate or affiliate member of a branch in Canada shall retain such qualification notwithstanding that the member has become a citizen of the United States of America.

Section 216.

Amend new section 216 to read:

216. Membership in Europe Branches is open to Canadian citizens and Commonwealth subjects who meet the eligibility criteria stated in Sections 206 to 209, as well as any NATO country citizen who meets the criteria stated in Sections 217 to 219.

Subsection 217.b.

Amend new subsection 217.b. to read:

- 217.b. A member admitted under Subsection 217.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category to Affiliate Non-Voting would be required.

Sub-subsection 218.a.i.

Amend new sub-subsection 218.a.i, to read:

- 218.a.i. is the child, adopted child, stepchild, grandchild, niece, nephew, spouse, widow/er, sibling or parent of a person who is or was eligible to be an ordinary member in a branch in Europe, pursuant to Section 217; or

Sub-subsection 218.a.ii.

Amend new sub-subsection 218.a.ii, to read:

- 218.a.ii. is the spouse, parent or sibling of an associate member who qualified under Subsection 218.a.i or Subsection 218.a.iii. In the case of divorce or legal (documented) separation, a spouse who is an associate member through marriage to an associate member, retains the right to membership unless such membership lapses; or

Subsection 218.b.

Amend new subsection 218.b. to read:

- 218.b. A member admitted under Subsection 218.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category to Affiliate Non-Voting would be required.

Subsection 219.b.

Amend new subsection 219.b. to read:

- 219.b. A member admitted under Subsection 219.a. is permitted to transfer membership to a branch of the Legion in Canada. However, a mandatory change of membership category to Affiliate Non-Voting would be required.

Section 220.

Amend new section 220 to read:

220. Notwithstanding the provisions of Sections 206 to 209 and 216 to 219 any person who was qualified and became an ordinary, associate or affiliate member of a branch in Canada shall retain such qualification notwithstanding that the member has become a citizen of another NATO country.

Section 224.

Amend new section 224 to read:

224. Applicants for Legion membership who also meet the more restrictive criteria at Section 225 may choose to be assigned to the Tuberculous Veterans Section. Subject to the consent of such applicants individually, their membership shall be included in the nearest Tuberculous Veterans Section branch. Application forms of such applicants shall be clearly endorsed "Tuberculous Veterans Section".

Sub-subsection 225.a.iii.

Amend new sub-subsection 225.a.iii. to read:

- 225.a.iii. the spouse of an associate member who qualified under Sub-subsection 225.a.ii.

Subsection 227.d.

Amend new subsection 227.d. to read:

- 227.d. Notwithstanding Subsection 227.a., a branch has the right to refuse permission for a member to transfer to that branch.

Subsection 418.b.

Amend subsection 418.b. to read:

- 418.b. An appeal to Dominion Command may be made by any command, branch, auxiliary, officer or member affected by such action. The following applies to an appeal from a decision made on the authority of subsection 418.a, section 505 or subsection 708.c of The General By-Laws:

Section 701.

Amend section 701. to read:

OBLIGATIONS OF MEMBERSHIP

701. Members of branches or posts of The Royal Canadian Legion outside Canada shall maintain and uphold the purposes, objects and principles of the Legion, insofar as the same are consistent with the allegiance which they owe to their country.

Section 702.

Amend section 702. to read:

BRANCHES / POSTS

702. All branches/posts of the Legion outside Canada shall be authorized by Dominion Command in conformity with these By-Laws.

Section 703.

Amend section 703. to read:

703.

- a. All branches/posts shall be administered by and be under the jurisdiction of a recognized International Zone.
- b. Recognized International Zones are as set out in Section 704 and all branches/posts within the designated area of a zone shall be under the jurisdiction of that International Zone.
- c. Branches/posts shall be governed by these By-Laws in the same manner as branches in Canada.

Section 704.

Amend section 704. to read:

INTERNATIONAL ZONES

704. International Zones are established as follows:

- a. the Western Zone of USA;
- b. the Eastern Zone of USA;
- c. the Europe Zone;
- d. such other International Zones as may be decided upon by Dominion Command; and
- e. the jurisdiction of International Zones shall be as authorized by Dominion Command and any new branches/posts formed under this article shall be under the jurisdiction of the designated International Zone.

Section 705.

Amend section 705. to read:

705. All International Zones constituted outside Canada shall be governed by these By-Laws.

Section 706.

Insert as section 706.:

706. An International Zone, within its territory as authorized by Dominion Command, has all of the obligations and duties of a Provincial Command, in accordance with the Act and these By-Laws. Wherever the term branch is used in the Act or these bylaws it shall include the term post as applicable.

Section 707.

Insert as section 707.:

707. An International Zone shall make By-Laws consistent with these General By-Laws for the conduct of operations within its territory and submit them to Dominion Command for approval.

Section 708.

Insert as section 708.:

708. An International Zone has specific rights as follows:
- a. To deal with complaints under Article III of these By-Laws in the same manner as a Provincial Command except for appeals, which shall be referred by the International Zone Commander directly to Dominion Command.
 - b. An International Zone Commander may, within his territory, after enquiry and for cause clearly stated, suspend the charter or powers of any branch/post or auxiliary, or suspend any officer or take any other action necessary or advisable for the good of the Legion, and shall report to Dominion Command upon the action taken.
 - c. An appeal to Dominion Command may be made by any branch/post, auxiliary, officer or member affected by such action.

Section 709.

Insert as section 709.:

STATEMENT OF PRINCIPLES

709. In dealing with the disposition of property of any branch or post outside Canada which has ceased to function as an entity of The Royal Canadian Legion, the following considerations apply:
- a. Remaining assets should vest in the International Zone to deal with in a manner which best benefits The Royal Canadian Legion and its aims and objects.
 - b. With respect to property, the International Zone should have regard to any clearly expressed wish of the branch/post members for use of the community where it is located, in a like manner that would apply to branch assets in similar circumstances in Canada.
 - c. The property should not be distributed to or for the benefit of the members.

ELECTRONIC VOTING

Electronic on-line vote procedures were formalized:

- i. the Rules of Procedures manual contains the basics for electronic voting;
- ii. the vote is conducted under the care and control of the Chairman;
- iii. vote date and timings in reference to deadlines and discussion are set before the vote and adhered to;
- iv. the quorum requirement is stated beforehand;
- v. time for discussion needs to be set aside prior to the vote and no vote is cast until the set time for discussion has ended; and
- vi. the results of each member's vote is to be published with the results of the vote.

2014 CONVENTION RESOLUTION ON ELECTIONS - ALTA-NWT 16

A Dominion Convention Resolution on elections (ALTA-NWT 16) was passed at Dominion Convention. While the intent of the resolution was to achieve consistency in voting across Commands and branches, differing opinions existed on how to achieve this.

- To achieve the objective, GBL section 515 would be deleted, thereby taking away the power of Provincial Commands to govern proxy voting. To not do so, any change would not apply to all members but rather be subject to whatever decision on proxy voting each Provincial Command made;
- Advance polls and proxy voting are inconsistent concepts. Consequently, for a standard provision for all branches in Canada such that election voting procedures are the same for every member (not just those attending the meeting), an enabling provision in the GBL is required;

- The resolution is viewed as being impossible to achieve in practice. For example, every member cannot be given a vote, whether they are at the meeting or not, for drop down positions without proxy voting. This would mean eliminating advance polls which now exist in many branches and imposing a proxy system which would be complex, convoluted and time-consuming to the extent that it would thwart any workable election process for many branches.

Based on the preceding, the Dominion President exercised his powers under section 417 of The General By-Laws and suspended the implementation of resolution ALTA-NWT 16.

BUDGET

For your information, a copy of the Constitution and Laws Committee budget for the period 2016-2018 is attached to this report. Delegates may raise any questions that they have concerning Committee expenses at this time, but any motion for changes to the budget document as it relates to this Committee will be deferred until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

As this committee ends its current term, I would like to thank the members of the committee and the Dominion Command staff for their dedicated efforts, commitment, sound advice and support.

I would now ask a member of the Dominion Executive Council to move adoption of my report.

**ADDENDUM
TO THE REPORT OF THE DOMINION COMMAND
CONSTITUTION AND LAWS COMMITTEE TO
DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 17-2

J. Rycroft	- Chairman
D. Eaton	- Vice-Chairman
J. Frost	- Member
G. O'Dair	- Member
S. Clark	- Secretary
D. Martin	- Assistant Secretary

PROPOSED AMENDMENT TO GBL 137

To implement the DEC motion to accept OSI as a special section of The Royal Canadian Legion, the following recommendation is brought forward for DEC consideration and approval:

RECOMMENDATION: It is recommended that the following be inserted as subsection 137.e of The General By-Laws:

The Operational Stress Injuries Section for the purpose of supporting the needs of Veterans and their families who are affected by OSI is a recognized Special Section of The Royal Canadian Legion with authorized representation on the Dominion Executive Council.

The existing subsection 137.e will be re-numbered to 137.f

**REPORT OF THE DOMINION COMMAND
RCEL COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

**RCL: 26-2-4
26-2-5**

T. Eagles	- Chairman
G. Moore	- Vice Chairman
D. Flannigan	- Member
B. White	- Secretary
G. Foster	- Assistant Secretary

COMMITTEE MEETINGS

The RCL RCEL Committee met on 27 November 2015 to discuss the needs of the Commonwealth veterans and widows in the Caribbean as part of our accepted mandate. In all, 16 countries are supported with a total of 91 veterans and 107 widows being supported. Donations from branches and individuals continue to be received on a daily/weekly basis at Dominion Command and meet the needs of those in need.

PROBLEM AREAS

Belize

Governance issues continue to plague the Belize Legion with a legal challenge before the courts. At this point the current executive and secretary have been relieved of duties although the secretary continues to act as an administrator. The RCEL from London provided Belize in 2015 with an interim amount of money to ensure that the veterans and widows receive support. This money was reimbursed to the RCEL by us. We are currently looking at using the official bank of the Belize Legion as a deposit point and should be hearing from the RCEL in the near future in order to put this funding transfer issue to rest.

Trinidad and Tobago

The transition to better governance continues with the assistance of the RCEL representative. The numbers of veterans and widows in Trinidad is now accurate (8 veterans and 8 widows scheduled for assistance in 2016) and less than what was reported before. Grant monies have been restored to the area.

FINANCIAL NEWS

In late 2015 the RCEL provided us with monies totalling \$304,050.30. This came from a Labor Grant Fund and was distributed to multiple organizations underneath the RCEL

umbrella. The committee agreed to use \$81,470.00 of these funds in order to provide some added relief to the 198 veterans and widows scheduled for support in 2016. The remaining funds must be used prior to 2018. This will provide our fund with a buffer should donations from the branches drop off and ensures our fund will be in good standing in for the foreseeable future.

CONCLUSION

In closing, also attached is the RCEL convention report and budget which has been prepared for the upcoming 46th Dominion Convention from 11-15 Jun 2016 in Charlottetown.

Comrades, I move acceptance of my report.

REPORT OF THE DOMINION COMMAND RCEL COMMITTEE

T. Eagles	-	Chairman
G. Moore	-	Vice-Chairman
D. Flannigan	-	Member
B. White	-	Secretary
G. Foster	-	Assistant Secretary

Introduction

The primary goal of The Royal Canadian Legion's RCEL Committee continues to be the support of veterans in the Caribbean countries whose organizations and governments are unable to provide full care for their needs. With the recent provisional status granted to Bermuda, the Legion is now responsible for 16 countries in the Caribbean region. Legion programs are focused on the provision of individual assistance as veterans in need are identified. Although the numbers can fluctuate given personal circumstances in 2016 we are caring for 91 veterans and 107 widows while in 2015 we cared for 103 veterans and 108 widows. Time is taking its toll on these proud peoples.

Our ability to meet the needs of the veterans and widows in the Caribbean region is directly attributable to the branches of the Legion that continue to donate to the fund on an annual basis. In 2014 you donated \$269,013.02 to this fund and in 2015 you donated \$205,662.00. These donations have enabled the Committee to meet the needs of the destitute, but we continue to need funds to continue our work even though there are a declining number of those who need our help. Inflation, shipping costs and our further commitment to help the member organizations in the Caribbean with their medical and administrative grants is a major concern.

Committee Activity

A total of \$442,478.47 has been committed or spent on support activities in the Caribbean since this Committee reported to you in 2014. This number includes the funds expended in 2014 and 2015. A further \$330,000 has been committed for 2016 out of a total budget of \$973,814.30 which leaves a significant reserve this year due in large part to a Labor fund grant of \$304,050.00 distributed by the RCEL. We are continuing to hold our grants meetings in the year preceding the allocation for ease of handling, accounting and reporting.

- a. **Individual and Administrative Assistance** – In 2014 we were able to help 117 veterans and 112 widows with the standard rates of assistance set for them. In 2015 we helped 103 veterans and 108 widows and in 2016 we are scheduled to help 91 veterans and 107 widows.

- b. **Poppy Material** - Poppy material is provided free of charge on request to assist the local Legions to raise funds for themselves. Material valued at \$21,271.39, plus \$16,132.00 S & H was donated in 2014 and \$18,157.40 worth of material was provided in 2015, with a S & H cost \$15,799.60. Requests for 2016 are approximately \$44,000.00 including shipping costs. This amount cannot be finalized until we receive all the requests and the shipping bills.
- c. **Emergency Assistance** – To date we have not had to deal with any emergencies in the region but we do keep the surplus that occurs because of unforeseen circumstances in the region for that purpose.
- d. **SCOWP and Projects** - Our contribution to the RCEL Standing Committee on Welfare Projects funding for 2014 through 2016 remained constant at \$5,500 per year to assist with the maintenance of the Curphey Veterans Home in Jamaica.
- e. **Other Assistance and Projects** - Eyeglass collection and distribution is no longer needed. The provision of regalia items such as crests, badges, banners, ties, berets and clothing was maintained and the costs charged to the ordering organization.

Liaison Visits

In 2015 scheduled visits were made to Dominica, Bahamas and Antigua by the Dominion President and Dominion Secretary. These visits allow for an audit of procedures to be conducted to ensure that the monies donated are reaching those intended to receive it. All three of these countries are well organized, have a solid structure in place and are doing an excellent job in ensuring the funds are reaching the veterans and widows. In 2016, the 32nd RCEL Conference is planned for Kuala Lumpur, Malaysia. It is hoped that representatives from all 16 countries will be in attendance and be active in the regional discussions. Multiple resolutions and discussion topics will be addressed with continued assistance towards widows being one of these topics.

The Legion and the RCEL

The RCEL is conscious that its primary role or core business of providing assistance is decreasing. As our veterans decline, the RCEL believes it is well suited to assist other benevolent service organizations in reaching those Caribbean nationals who served in the British forces. This is called agency work. This is particularly true for the Caribbean region as many nationals currently serve with the British.

The RCEL has commenced planning for its 100th anniversary which will occur in Cape Town, South Africa in 2021. Cape Town was the place where the RCEL was formed.

Budget

For your information, a copy of the RCEL Committee Budget and our RCEL Fund is

attached to this report. Delegates may raise any questions that they have concerning Committee expenses at this time, but any motion for changes to the budget document as it relates to this Committee will have to be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

Conclusion

The Royal Canadian Legion continues to do its part for the Caribbean region and the ex-service veterans and widows. This is largely due to your generosity in graciously donating the funds necessary to carry out this work. Without your assistance this would not be possible and that is why we are demanding ever increasing accountability from the nations to ensure your donations are reaching the veterans in need. At times, this is challenging but I can personally attest that our monies are reaching the veterans and widows in need. While the work continues, the grim reality is that this work will not be required as we lose more of these veterans to age demographics.

I move acceptance of this report.

RCEL FUND
Actual Expenditures by Country
Status as of December 31, 2015

COUNTRY	MISC. 2-80-52190	POPPY MATERIAL 2-80-52900	INDIVIDUAL ASSISTANCE 2-80-52901	EDUCATION 2-80-52902	PROJECTS 2-80-52903	EMERGENCY 2-80-52904	OTHER REVENUE 2-80-40300	MISC . + 2-80-52905 + 2-00-10000 + 2-80-52200	SHIPPING 2-80-52906	TOTAL
ANTIGUA & BARBUDA	-	31.00	11,340	-	-	-	-	20	420	11,810.62
BAHAMAS	-	1,172.44	41,040	-	-	-	-	10	1,015	43,237.82
BARBADOS	-	784.94	-	-	-	-	-	-	698	1,482.47
BELIZE	-	-	5,443.98	-	-	-	-	-	-	5,443.98
BERMUDA	-	784.94	-	-	-	-	-	-	729	1,514.26
CAYMAN I.	-	164.94	-	-	-	-	-	-	420	584.56
DOMINICA	-	-	5,940	-	-	-	-	10	-	5,950.00
GRENADA	-	133.94	7,560	-	-	-	-	-	138	7,832.16
GUYANA	-	7,269.94	38,880	-	-	-	-	-	5,147	51,297.37
JAMAICA	-	3,207.94	5,500	-	-	-	-	-	1,238	9,945.82
MONTserrat	-	71.94	3,240	-	-	-	-	-	520	3,831.56
ST KITTS-NEVIS	-	334.94	2,160	-	-	-	-	-	856	3,351.40
ST. LUCIA	-	2,557.94	26,460	-	-	-	-	10	984	30,011.54
ST. VINCENT	-	1,153.94	3,000	-	-	-	-	10	1,153	5,316.63
TOBAGO	-	40.94	3,780	-	-	-	-	10	420	4,250.56
TURKS/CAICOS	-	428.44	-	-	-	-	-	-	1,041	1,469.25
TRINIDAD/TOB	-	19.18	12,888	-	-	-	-	-	1,022	13,928.48
GEN RCEL ADMIN FEE	174.99	-	-	-	-	-	-	14	-	188.99
OTHER REVENUE	-	-	-	-	-	-	304,050	-	-	304,050.00
CATEGORY TOTAL	174.99	18,157.40	167,231.48	0.00	0.00	0.00	304,050.00	84.00	15,799.60	505,497.47

RCEL FUND
Canadian Income and Expenditure Figures

Status as of December 31, 2015

INCOME	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	Q4 ACTUAL
Entry Surplus/Defucit (+ -)	235,912	373,733	366,981	481,155	472,943	430,740	400,605	558,368	542,694	515,495.88	445,487.58	491,666.76	432,239.42	462,251.16
Donations (2-80-40400_2-80-40500)	292,658	187,056	300,508	206,684	182,467	228,035	400,848	268,436	276,158	238,678.53	315,856.13	202,153.87	269,013.02	205,662.00
Poppy Levy (2-80-40206)	150,000	75,000	75,000	-	-	75,000	75,000	-	-	-	-	-	-	-
Interest (2-80-40100_2-80-40101)	3,026	4,733	3,982	8,223	13,374	11,941	7,596	3,460	1,026	2,010.43	1,796.13	1,824.22	2,029.70	1,851.14
Other Revenue (2-80-40300)	-	-	-	-	-	-	-	-	-	-	-	-	-	304,050.00
Sub-Total	681,596	640,522	746,471	696,062	668,784	745,716	884,049	830,264	819,878	756,185	763,140	695,645	703,282.14	973,814.30

EXPENSE	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	Q4 ACTUAL
Poppy 2-80-52900	16,223	14,921	30,737	11,230	19,750	19,326	24,870	12,410	17,797	18,857.26	15,049.35	17,890.77	21,271.39	18,157.40
Assistance 2-80-52901	281,760	244,738	181,800	206,140	199,840	317,670	295,311	269,650	280,860	290,440.00	256,410.00	235,480.00	203,260.00	167,231.48
Education 2-80-52902	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Projects 2-80-52903	5,000	5,000	9,824	5,000	9,950	5,000	5,500	5,500	5,500	1,400.00	-	-	-	-
Emergency 2-80-52904	-	-	41,520	-	6,000	2,325	-	-	-	-	-	320	-	-
Miscellaneous 2-80-52905 + 2-80-52200	4,880	8,882	1,435	749	2,504	790	0	10	225	0.00	13.73	598.18	70.20	84.00
Shipping 2-80-52906	-	-	-	-	-	-	-	-	-	-	-	9,116	16,132	15,799.60
Miscellaneous 2-80-52190,52200,	-	-	-	-	-	-	-	-	-	-	-	-	297.39	174.99
Sub-Total	307,863	273,541	265,316	223,119	238,044	345,111	325,681	287,570	304,382	310,697	271,473	263,405	241,031	201,447.47

NET PROFIT / LOSS	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	373,733	366,981	481,155	472,943	430,740	400,605	558,368	542,694	515,496	445,488	491,667	432,239	462,251	772,366.83

**REPORT OF THE DOMINION COMMAND
CONVENTION COMMITTEE TO
DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 19-1

T. Eagles	-	Chairman
D. Flannigan	-	Member
J. Frost	-	Member
B. White	-	Secretary
S. Clark	-	Assistant Secretary
B. Maxwell	-	Assistant Secretary

**46TH DOMINION CONVENTION, ST. JOHN'S, NEWFOUNDLAND AND LABRADOR
11-15 JUNE 2016**

The final pre-convention meeting with the St. John's LAC took place on 3 April.

SPECIAL GUESTS

The Governor General remains unconfirmed as our Guest of Honour; the Prime Minister remains unconfirmed as a keynote speaker.

CONVENTION FACILITY AND COMMAND HOTEL

The St. John's Convention Centre (SJCC) will host registration, exhibits, opening ceremony, business sessions and the closing ceremony. The Delta St. John's is the Command hotel, site of the SEO and DEC meetings, workshops, President's Reception and all command caucuses.

CONVENTION CALL

The Convention Call was issued in December 2015.

LOGO AND THEME

The theme of the 2016 Dominion Convention is "**Looking Back to See Ahead / Se pencher sur le passé pour faire face au futur**".

ACCOMMODATIONS

- a. **Delta St. John's**: The command hotel is across the street from the SJCC.
- b. **DEC Members**: Room reservations for all DEC members have been made at the command hotel.
- c. **Delegates**: Room blocks have been contracted at seven hotels, offering a variety of amenities and ranging in price from \$149 to \$279 per night. With the exception of DEC members and Past Dominion Presidents, delegates are responsible for making their own reservations.

TRAVEL

Unless otherwise noted, all DEC members should arrive in St. John's on Friday, 10 June in preparation for the DEC meeting on Saturday, 11 June. At the end of Convention, DEC members should plan to depart on Thursday, 16 June, however, members can opt to leave Wednesday, 15 June following the DEC meeting (scheduled to end at 1200 hours); except for all Senior Elected Officers who will be required to remain for photographs following this meeting.

The travel policy has changed; spousal travel is no longer subsidized. Spouses are welcome to attend Convention but no claim for transportation costs or per diem is authorized. Members wishing to travel by car are to submit the request to the Dominion Secretary.

FEES

- a. **Registration Fees**. DEC previously approved the registration fee of \$60.00 and the observer fee of \$20.00. Fees are paid in cash during the registration process; investigation into advance on-line registration continues and an update will be provided during the meeting.

The Registration timings for the convention are:

- i. Saturday, 11 June: 0900 to 1700 hours
 - ii. Sunday, 12 June: 0800 to 1700 hours
- b. **Exhibitor Booth Fees**. DEC previously approved an \$800 fee for a booth in the exhibitor area with a reduced rate of \$500 for individuals. The cost for power is now an individual exhibitor responsibility. All partners in the Legion's Member Benefits Program have been offered a booth.

SUBMISSION OF RESOLUTIONS TO CONVENTION

The deadline for receipt of resolutions at Dominion Command was 21 February 2016. Any submissions received after this date are Late Resolutions and will be considered at the pre-convention DEC meeting to determine if the resolutions will be presented to the delegates.

CONVENTION DAILY PROCEEDINGS

The draft of the Convention Daily Procedures is attached.

MEETINGS AND CEREMONIAL EVENTS

The following meetings and events are scheduled:

- a. Pre-Convention DEC Meeting: Saturday, 11 June, 0900 hours in Salon CD, Delta St. John's. Past Dominion Presidents and Command First Vice Presidents have observer status at this meeting.
- b. Parade and Commemorative Ceremony: Sunday, 12 June. Parade marshalling will commence at 0930 hours on Water Street. The parade will step off at 1000 hours enroute to the Newfoundland National War Memorial, arriving at approx. 1010 hours.

The commemorative ceremony will start with the parade's arrival. The parade will remain in formation for the ceremony. The wreath bearer appointments for the ceremony will be:

- i. National Silver Cross Mother: D. Flannigan, Dominion First Vice President;
- ii. Veterans Affairs: E. Pigeau, Dominion Vice President;
- iii. Canadian Armed Forces: T. Irvine, Dominion Vice President;
- iv. Royal Canadian Mounted Police: A. Paquette, Dominion Vice President;
- v. Government of NL: M. Barham, Dominion Treasurer;
- vi. City of St. John's – J. Frost, Dominion Chairman;
- vii. Dominion President – G. Moore, Immediate Past Dominion President; and
- viii. Provincial President – B. Lawrence, St. John's LAC Chairman

The commemorative ceremony will conclude by 1100 hours. The parade will then continue to the convention centre, with the reviewing stand positioned mid-route. The parade will arrive at the SJCC at approx. 1130 hours; doors to the convention floor will open at 1130 hours.

- c. VIP Reception and Opening Ceremony. Sunday, 12 June. DEC members and invited guests will gather in the Victoria 3 salon, SJCC, from 1130-1300 hours for a pre-ceremony reception. The Opening Ceremony will start at 1300 hours.

The Opening Ceremony will conclude at approx. 1430 hours; invited guests will be escorted from the convention floor and the business session will begin, which will include:

- Queen's response to Loyalty Resolution
- Procedures Report
- Chairman's Remarks
- Grand President's Report
- Dominion President's Report
- Keynote Address: Minister of Veterans Affairs
- Dominion Treasurer's Report
- Nominations for all Elected Positions

Provincial Command caucuses will then occur, starting at approx. 1600 hours.

- d. Installation Ceremony. Tuesday, 14 June. Timings and details to follow.
- e. Post-Convention SEO Meeting. Wednesday, 15 June, 0900 hours, Salon EF, Delta St. John's.
- f. Post-Convention DEC Meeting. Wednesday, 15 June, 1030 hours, Salon EF, Delta St. John's. Command First Vice Presidents have observer status at this meeting.

SOCIAL EVENTS

The following social events are planned:

- a. Dominion President's Reception. This reception for 200 guests, to include DEC members, their spouses and other invited guests, will be held from 1900 – 2100 hours on Saturday, 11 June in the Harbourview Ballroom, Delta St. John's.
- b. Evening Entertainment: hosted by local branches.

FOUNDERS AWARD

The recipient of the Founders Award for 2016 is comedian, television personality, political satirist and author Rick Mercer. He will be in attendance at convention on Monday, 13 June to receive this award.

RESOLUTIONS FOR DOMINION CONVENTION

No resolutions were received for consideration.

FUTURE CONVENTION ACTIVITIES

The following is a list of activities regarding future conventions:

- a. **2018 Convention, Winnipeg, MB, 25-29 August 2018:** Contracts with the convention facility and hotel properties are being finalized.
- b. **2020 Convention, Saskatoon, SK, 22-26 August 2020:** Contracts with the convention facility and hotel properties are being reviewed.
- c. **2022 Convention, Saint John, NB, 20-24 August 2022:** Contracts are being received.
- d. **2024 Convention, 24-28 August 2024:** Preparations continue to identify potential locations in central Canada.

I move the acceptance of my report.

**46th DOMINION CONVENTION
DAILY PROCEDURES
FRIDAY**

Revised: 7 April 2016

Time (hrs)	Event	Duration (mins)
1330	R&A / LAC Meeting Pippy 1&2, SJCC	
1400	Dominion / Provincial Secretaries' Meeting Bonavista Bay, Delta	

SATURDAY

Time (hrs)	Event	Duration (mins)
0900	DEC Meeting Salon CD, Delta	
0900	Registration and Exhibitor Area Open Bannerman Ballroom / Lobby, SJCC	Until 1700
1300	TVS Meeting Bonavista Bay, Delta	Until 1700
1300-1400	Workshop 1: Welcoming Members: Getting the Grump out of the Legion Salon A, Delta	60
1430-1530	Workshop 2: Marketing Membership: Ways to Help Recruit, Renew, Retain Salon A, Delta	60
1600-1700	Workshop 3: Membership and Technology: Making Enrollment and Processing Easier ; An Introduction to the New Membership Software Program Salon A, Delta	60
1600	Parade Marshal's Meeting & Commemorative Ceremony Briefing Brownsdale, Delta	60
1630	Whips Meeting Pippy 1&2, SJCC	30
1900	Dominion President's Reception Harbourview Ballroom, Delta	Until 2100

**46th DOMINION CONVENTION
DAILY PROCEDURES
SUNDAY**

Time (hrs)	Event	Duration (mins)
0800	Registration and Exhibitor Area Open Bannerman Ballroom / Lobby, SJCC	
0930	Parade Form Up Temperance and Water Streets	
1000	Parade and Commemorative Ceremony National War Memorial	
1130	Opening Ceremony VIP Reception Victoria 1-2-3, SJCC Doors to Convention Floor open Bowring Ballroom, SJCC	
1200	Entertainment Prelude Bowring Ballroom, SJCC	45
1300	Opening Ceremony Bowring Ballroom, SJCC	80
1420	Invited Guests escorted from Convention Floor	10
1430	Loyalty Resolution to the Queen T. Eagles / L. Murray	5
1435	Video Message from Governor General Intro: T. Eagles	5
1440	Keynote Address: Minister of Veterans Affairs	20
1500	Thank Minister and Minister departs T. Eagles	5
1505	Procedures Report and Chairman's Remarks J. Frost	5
1510	Grand President's Report L. Murray	10
1520	Dominion President's Report T. Eagles	15
1535	Dominion Treasurer's Report M. Barham	20
1555	Nominations for all Elected Positions G. Moore	15
1610	Provincial Caucuses	

**46th DOMINION CONVENTION
DAILY PROCEDURES
MONDAY**

Time (hrs)	Event	Duration (mins)
0830	Opening Invocation Padre	5
0835	LAC Chairman Announcements B. Lawrence	5
0840	Queen's Response to Loyalty Resolution J. Frost	5
0845	Procedures Report J. Frost	5
0850	Credentials Report P. Hillier	5
0855	Second Call for Nominations G. Moore <ul style="list-style-type: none"> • Dominion President (close nominations) • First Vice President (close nominations) • Vice Presidents • Treasurer • Chairman 	15
0910	Election of Dominion President G. Moore	10
0920	Election of First Vice President G. Moore	20
0940	Address Mrs. Sheila Anderson Intro: T. Eagles National Silver Cross Mother	10
0950	Dominion Secretary's Report B. White	20
1010	Presentation: R. Hayley / K. Harris Intro: B. White Membership Software System	15
1025	Resolutions Committee Report T. Eagles	5
1030	Committee Reports and Resolutions (20 mins each) <ul style="list-style-type: none"> • DEC T. Eagles • Veterans, Service and Seniors T. Eagles • Poppy and Remembrance E. Pigeau 	60
1130	Greetings Guy Parent Intro: T. Eagles Veterans' Ombudsman	5
1135	Time for second ballot for election of First Vice President	20
1155	Presentation: Founders Award Intro: T. Eagles	20

1215	Committee Reports and Resolutions (20 mins each) <ul style="list-style-type: none"> • Membership and Outreach T. Irvine / D. Flannigan • Sports A. Paquette • Ritual and Awards R. Goebel 	60
1300	DEADLINE FOR NON-CONCURRED RESOLUTIONS TO BE BROUGHT BACK	
1315	Presentation: CFMWS	20
1335	Close Nominations and Election of Vice Presidents G. Moore	20
1355	Greetings Daniel Ludwig Intro: T. Eagles Past National Commander The American Legion	5
1400	Committee Reports and Resolutions (20 mins each) <ul style="list-style-type: none"> • Defence and Security R. Blanchette • Constitution and Laws J. Rycroft • Leadership Development E. Pigeau 	60
1500	Greetings: Dr. Chris Simpkins Intro: T. Eagles Director General The Royal British Legion	5
1505	Committee Reports and Resolutions (20 mins each) <ul style="list-style-type: none"> • Dominion Convention T. Eagles • Veterans Consultation Group L. Murray • Focus on the Future T. Eagles • Centennial M. Barham 	80
1625	Presentation: Valour Canada Intro: T. Eagles	15
1640	Committee Report C. Paul <ul style="list-style-type: none"> • TVS 	10
1650	LAC Chairman Announcements B. Lawrence	5
1655	Adjournment	

**46th DOMINION CONVENTION
DAILY PROCEDURES
TUESDAY**

Time (hrs)	Event	Duration (mins)
0830	Invocation Padre	5
0835	LAC Chairman Announcements B. Lawrence	5
0840	Procedures Report J. Frost	5
0845	Credentials Report P. Hillier	5
0850	Close Nominations and Election of Treasurer G. Moore	20
0910	Comments on RCEL Brian Watkins	10
0920	RCEL Report and Call for donations • RCEL donations T. Eagles	40
1000	Presentation: Invictus Games Toronto 2017 Intro: T. Eagles	20
1020	Report of Canvet Board T. Eagles	20
1040	Greetings: Intro: T. Eagles Cadets	15
1055	Close Nominations and Election of Chairman G. Moore	20
1115	Presentation: Pilgrimage of Remembrance Intro: E. Pigeau	20
1135	Brought Back Resolutions	30
1205	Presentation: Dr. Chris Simpson Intro: T. Eagles Canadian Medical Association	15
1220	Brought Back Resolutions	30
1250	Dominion Treasurer: Budget M. Barham	30
1320	Other Business J. Frost	60
1420	Installation Ceremony L. Murray	40
1500	Address Dominion President	20
1520	Closing Benediction Closing Ceremony Padre Chairman	20
1540	2018 Dominion Convention R. Bennett	15
1555	LAC Chairman Closing Announcements B. Lawrence	5
1600	Adjournment	

**46th DOMINION CONVENTION
DAILY PROCEDURES
WEDNESDAY**

Time (hrs)	Event	Duration (mins)
0900	SEO Meeting Salon EF, Delta	60
1030	DEC Meeting Salon EF, Delta	60
1130	Canvet Board Meeting Salon EF, Delta	30

**REPORT OF THE DOMINION COMMAND
DEFENCE AND SECURITY COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 82-27

**Richard Blanchette– Chairman
D.H. Brown – Member
R. Price – Member
W. Martin - Member
C. Gendron - Secretary**

GENERAL

This report covers the period from 1 November 2015 to 29 February 2016. The Committee last met on 18 February 2016 with minutes distributed to DEC (reference committee minutes dated 18 February 2016).

COMMITTEE BUSINESS

The committee continues to monitor defence and security issues as they arise. The following are updates to issues being addressed by the committee:

CITIZENSHIP – WAR BRIDES AND CHILDREN OF VETERANS: All previous correspondence on the subject was reviewed and the Committee is satisfied with the new Government response. The Committee will continue to monitor the issue with the new Minister's Office.

2016 NIJMEGEN MARCH

The Committee reviewed all nominations received by the 1 February 2016 deadline. Nine nominations from five Provincial Commands were received and Comrade Sheridan Ellinson, from Tisdale, Saskatchewan, Branch #50 was selected as the 2016 RCL Nijmegen Joint Task Force Representative. Comrade Kim Peters, from Waterloo, Branch #530, has been earmarked as alternate.

LEGIONCONNECT

With this project now on-going, the Committee agree that it is longer the responsibility of the Defense and Security Committee umbrella (Initial impetus was related to the use of CF badges on the sites) and should now be assumed by the RCL IT and Public Relation department.

VETERANS ID CARD

This project is now on the agenda of the newly re-organized Membership Services and will no longer be on the Defense and Security agenda.

CANADIAN FORCES LEVEL 1 COMMANDER'S VISITS

The Committee Chairman intends to meet with various Canadian Forces Level 1 Commanders and the RCMP Commissioner to discuss and reinforce the various advocacy subjects pursued by The Royal Canadian Legion on behalf of Veterans. The first two visits are planned for the 8th and 11th March 2016 with the RCN Commander and the RCAF Commander respectively.

CANADIAN DEFENCE ASSOCIATION

The Committee attended the CDA Vimy Award ceremony held on the 6th November 2015 at the Canadian War Museum and the CDA Conference on 18-19 February 2016 held at the Chateau Laurier in Ottawa. The Chairman met with various stakeholders to discuss many advocacy subjects pursued by The RCL and also to be updated on future plans and views of the Defence Community.

The Chairman and Secretary also attended the CDA Board of Directors meeting on the 17th February 2016 held at the Sgts and WO's Mess in Ottawa.

COMMITTEE COORDINATION

The committee continues to maintain a presence at the Veteran's Consultation and VSS meetings to ensure coordinated understanding and efforts.

2016 CONVENTION RESOLUTION

The Committee reviewed one convention resolution reference a CAF volunteer medal which was not supported. It is the second time that BC/Yukon Command submitted this Resolution. Reasons for non-concurrence are as follow:

- a. **Voluntary Service Medal.** As Canada's service personnel are all volunteers, the volunteer aspect of service is recognized when one is acknowledged as being, or having been, a member of the Canadian Armed Forces. The Committee acknowledges the fact that the situation was different during war time when there was compulsory service. The awarding of the Canadian Decoration (CD) at the 12-year mark for CAF members and at the 20-year point for RCMP members is an arbitrary decision aimed at enhancing the value of these decorations.

RCMP VETERANS ASSOCIATION

Comrade Wayne Martin attended the Veterans Summit hosted by Veterans Affairs Minister Kent Hehr at the War Museum in December 2015 where discussions were held with main issues being the Survivors' pension, marriage after 60 and the Legislative discussion on possible unionization of the RCMP force.

UPCOMING MEETINGS

The next meeting for the Committee is scheduled for Monday 6 June 2016 preceding the National Convention.

In the absence of questions or discussions, I would ask a member of DEC to move acceptance of this report.

**REPORT OF THE DOMINION COMMAND
DEFENCE & SECURITY COMMITTEE
2016 NATIONAL CONVENTION**

R. Blanchette	-	Chairman
D. Brown	-	Member
R. Price	-	Member
W. Martin	-	Member
C. Gendron	-	Secretary

INTRODUCTION

The Dominion Command Defence & Security Committee has met 2 times since the last convention. This report summarizes the Committee's activities over that period.

GENERAL

The committee continues to be proactive in its areas of responsibility monitoring the effectiveness of policies governing the Canadian Armed Forces (CAF) in the areas of equipment, training and compensation. In cooperation with the VSS Committee, as a member of the Conference of Defence Associations and through direct liaison with the applicable department or offices, the committee has both challenged and requested change to the status quo in a variety of areas that have been found to be lacking or requiring improvement. Some of the committees work is highlighted in this report.

CAF LIAISON

Through a conscientious effort the committee has established and fostered direct links with the CDS, VCDS, CMP, Service Commanders and RCMP Commanders. This line of communication has and will continue to serve the Legion well as a conduit to express pressing concerns and coordinate efforts in the areas that affect the efficiency of the CAF and RCMP alike, enhancing the morale of those serving while helping the Veterans of those organizations.

LEGION CONNECT

The initial impetus of this Committee with this project was to facilitate the approval of use of military badges graphics in the design phase. Now that this IT project it is up and running, the involvement of the Defence and Security Committee has been concluded and the discussion with the appropriate Dominion Department for steady state management is on-going.

RCMP VETERANS ASSOCIATION

The committee discussed the revised commitment to support the RCMP under the same committee terms of reference as those for the military. Following on the previous report

that a more formal dialogue with the RCMP veterans was needed in order to establish their concerns and priorities, the Committee Chairman will participate in a face to face visit with the RCMP Commissioner, Mr. Polson in early 2016.

CF SPONSORSHIP PROGRAM

The Committee continues in their responsibilities of CAF support as previously reported at the 2014 Convention. Specific responsibilities are:

- Operation Santa Claus (distribution of a Christmas gift to deployed CAF and RCMP personnel).
- Operation Canada Day (distribution of a Canada Day gift to deployed CAF and RCMP personnel), and
- Nijmegen Joint Task Force March representation, and
- Comradeship Awards.

Since the assumption of the above listed activities the committee has worked in conjunction with the Dominion Supply Department to deliver what has turned out to be well received gifts for both Canada Day and Christmas. The Dominion Supply Department is to be congratulated for the effort put forward to make these programs a success.

The Nijmegen March support includes a Legion participant as part of the CAF contingent. The Committee reviewed nine nominations from five Provincial Commands selecting Comrade Sheridan Ellinson, Branch #50 Tisdale, Saskatchewan as the 2016 RCL Nijmegen representative. Comrade Kim Peters, Branch #530 Waterloo, Ontario Command has been earmarked as alternate.

POLAR MEDAL - AUTHORITY TO WEAR

The Polar Medal celebrates Canada's northern heritage and recognizes persons who render extraordinary services in the Polar Regions and in Canada's North.

As an official honour created by the Crown, the Polar Medal is part of the Canadian Honours System. The program incorporated and replaced the Governor General's Northern Medal, created in 2005, by then-Governor General the Right Honourable Adrienne Clarkson. The Polar Medal recognizes those who have contributed to or endeavoured to promote a greater understanding of Canada's northern communities and its people.

It also honours those individuals who have withstood the rigours of the polar climate to make significant contributions to polar exploration and knowledge, scientific research, and the securement of Canada's northern sovereignty. The Chancellery of Honours, part of the Office of the Secretary to the Governor General, administers the Polar Medal program

CITIZENSHIP – WAR BRIDES

All previous correspondence on the subject was reviewed and the Committee is in accordance with the current Government response. The Committee will continue to monitor the issue with the new Minister's office.

2016 CONVENTION RESOLUTION

The Committee has reviewed one resolution for consideration at this convention on the subject of a Canadian Military Volunteer Service Medal (CMVSM). The resolution was non-concurred by the Defence & Security Committee.

BUDGET

Enclosed with this report is a copy of the 2015-2016 budget for Defence & Security Committee. Delegates may raise any questions they may have concerning the budget at this time. However, any motion for changes to the budget as relates to the Defence Committee, will have to be delayed until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

CONCLUSION

I move acceptance of this report as presented.

REPORT OF THE DOMINION COMMAND VETERANS CONSULTATION COMMITTEE

L. Murray - **Chairman**
T. Eagles - **Member**
D. Flannigan - **Member**
R. Blanchette - **Member**
B. White - **Secretary**
R. McInnis - **Assistant Secretary**

GENERAL

The objective of the Veterans Consultation Committee and the Assembly of organizations is to bring together the various Veterans' groups to discuss issues and to find common ground on which to advocate to the government for the betterment of all Veterans and serving members of the Canadian Armed Forces and the Royal Canadian Mounted Police and their families. Meetings have proven useful in identifying urgent issues that can be promoted to Veterans Affairs Canada and the Canadian Armed Forces for consideration and potential resolution.

Meeting frequency is normally one meeting per year but it has sometimes increased to two in recent years depending on the status of ongoing issues. The Assembly did meet in April 2015 at Legion House and, most recently, in March 2016.

ISSUES

In April 2015 the issues centred on the government's budget of that spring and specifically with how to implement the various announcements within the budget as well as the development of regulations and guidelines. Gaps in service provision were identified as well as some issues that were not addressed in the budget announcement. With the announcement of the election call, most announcements made in the budget were left in a state of limbo.

In March 2016 the Assembly focused on aspects of the Mandate Letter to the Minister of Veterans Affairs from the Prime Minister. The Mandate Letter raises Veterans' expectations and it will be interesting to follow the current government throughout its mandate in meeting those expectations. The meeting agreed that the government should provide some indication or roadmap of how it will manage Veterans' issues.

RESOLUTIONS

There were no resolutions submitted to this Committee for consideration as all resolutions under consideration for Veterans and members of the Canadian Armed Forces are considered by the VSS and Defence and Security Committees.

BUDGET

The Committee's budget is attached to this report. Delegates may raise any questions concerning the budget at this time, but motions for change will have to wait until the full budget is brought forward for approval by the Dominion Treasurer.

CONCLUSION

Participation by the Consultation Committee in the Assembly strengthens the Legion position as well as builds a strong relationship with the various Veterans' organizations. In order to foster maximum open discussion among the representatives of the various Veterans' organizations in attendance, government representatives, including VAC staff, are rarely invited to these meetings and then only to provide information updates in areas such as commemoration. As a follow on to the meetings, normally a letter is forwarded to the Minister of Veterans Affairs to advise him of the deliberations.

At this time, I would like to express my personal thanks to the elected officers of DEC who participate in this Committee as well as to the Dominion Secretary and his staff and the Director Service Bureau and his staff for their excellent support to and of the Committee.

Thank you Comrades, I would ask a member of the Senior Elected Officers to move adoption of my report.

**REPORT OF THE DOMINION COMMAND
LEADERSHIP DEVELOPMENT COMMITTEE
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

File: 40-2

E. Pigeau	-	Chairman
J. Frost	-	Vice Chairman
M.A. Misfeldt	-	Member
G. Moore	-	Member
P. Varga	-	Member
S. Clark	-	Secretary

GENERAL

The committee last met by teleconference on 25 January 2016 and will meet again on 25 April 2016.

MODULES

Most modules have been completed with French translation now underway; modules will be placed on the Dominion Command website as the translation is received.

It is intended to introduce the Leadership Development program at Convention with feedback to be encouraged from branches. This feedback will assist the next committee with on-going maintenance and updating of the material as all modules are intended as "living documents". Program demonstrations and promotion will be offered to Provincial Conventions.

Further enhancements, such as a search mechanism, summary list of individual modules and their topics, and an alphabetical index of all topics will be developed.

I move the acceptance of my report.

REPORT OF THE DOMINION COMMAND LEADERSHIP DEVELOPMENT COMMITTEE

E. Pigeau	-	Chairman
J. Frost	-	Vice Chairman
M.A. Misfeldt	-	Member
G. Moore	-	Member
P. Varga	-	Member
S. Clark	-	Secretary
K. Therien	-	Assistant Secretary

GENERAL

The purpose of this committee is to establish and maintain programs designed to educate, promote and help develop potential leaders at all levels of the Legion. This was achieved through the creation of 10 modules which identified important areas of Legion operations and provided information essential to those seeking leadership positions; a series of reference material was developed.

Since the 2014 Dominion Convention, the members have met four times; all meetings were conducted by teleconference.

MODULES

The 10 module are Legion Orientation; Branch Management; Job Descriptions and Responsibilities; Elections; Honours, Awards and Protocol; Commemorations and Ceremonial; Public Relations and Community Outreach; Conducting Meetings and the Democratic Process; Listening and Interpersonal Skills; Mediation and Conflict Resolution.

Each module contains a number of chapters, or individual topics, that are presented from a new member's perspective. A chronology of topics in a two-pronged program, one for new members and one for continuing members, will also be developed.

Each module starts with a content outline which is a summary of the individual topics, intended audience, module description, and projected duration to review the module. This will serve as a ready reference and enables a member to focus on their needs, thereby encouraging member engagement.

All modules are intended as "living documents" with regular review and updates to be undertaken on an on-going basis.

The modules have been placed on the Dominion Command website under the Committee Resources link and will eventually be moved to the member's only section of the website. Each module can be downloaded and saved locally or printed directly from the website.

As another option, Commands, Districts and Zones wanting to modify modules for a presentation, training session or to include local references, can request an amendable electronic version.

INPUT FROM PROVINCIAL COMMANDS

The committee extends its appreciation to the Provincial Commands for their excellent collaboration. Many Commands already had established leadership training programs and the ideas and material they shared proved to be valuable resources.

CONCLUSION

Comrades, for the first time we have a comprehensive training strategy. This would not have been accomplished without the enormous dedication of many past and present officers, the provincial commands, members and staff alike. To work with these incredible Legionnaires was a privilege and an honour.

The continuing task of the Committee will be to review new materials, ensure that the site is updated as needed and to promote the program. To do so, I propose that the various segments of the program be adopted and implemented on a trial basis by Branches all across Canada. Their collective feedback will help to refine the program.

Comrade President Tom, on behalf of the Dominion Leadership Development Team, thank you for appointing us to the LD Program. Your ongoing support of this program demonstrates your commitment to the survival of Legion at all levels.

BUDGET

For your information, a copy of the Leadership Development Committee budget for the period 2016-2018 is attached to this report. Delegates may raise any questions that they have concerning committee expenses at this time, but any motion for changes to the budget document as it relates to this committee will be deferred until the budget is formally brought forward by the Dominion Treasurer later in the Convention proceedings.

I move adoption of my report.

**REPORT OF THE DOMINION COMMAND
CANVET PUBLICATIONS LTD.
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

D. Flannigan - Board Chairman
T. Eagles - Board Vice-Chairman
B. White - Secretary
M. Barham - Director
T. Irvine - Director
J. Frost - Director
G. Moore - Director
A. Paquette - Director
E. Pigeau - Director

INTRODUCTION

Legion Magazine has had one of its best years in decades. Finances are on track, the number of subscribers is stable and we continue to deliver the stories of Canada's military history.

BUDGET

The single largest revenue stream for *Legion Magazine* is its subscriptions and for the first time since 1989 circulation has increased. Canvet expects the number of subscribers to increase by 2,000 in 2016. To put this in context, magazine sales in Canada continue to be challenged. According to recently released figures from MagNet, sales of single copies in Canada were down 16% in the first half of 2015. This is a perilous time in the publishing industry.

The magazine has also received the highest amount of funding on record from The Department of Canadian Heritage (DCH) and there were gains in newsstand from its Special Interest Publications (SIP) and advertising revenue has increased. Expenses have also increased as the magazine produces more.

The magazine is at the half way point of an eight-year financial cycle that will balance early profits with later deficits. Canvet is meeting its commitment to continue publishing without an increase in the cost of an annual subscription before 2020 – exactly as per our 2012 commitment to convention. It is important to note that all Canvet budgets are predicated on the continuation of the Canada Periodical Fund (CPF). Those aspects of Canvet's business that we can control are thriving.

GOVERNMENT SUBSIDIES

Legion Magazine applied for two subsidies in 2015 from DCH. The first and most crucial is the CPF which must be applied for annually. The magazine received \$729,607 in late 2015, the highest

amount of subsidy in the history of Canvet. The previous year's grant was \$686,228, which means the magazine received a welcome 6.33% increase in revenue.

The main criteria for the funding formula is circulation or number of subscribers and this year Legion Magazine appears to be holding its own. For the first time in over thirty years the number of subscribers is higher than the previous year. We can only hope that this unprecedented level of funding continues. This revenue stream is vital to our operations. Over the last fifteen years this funding has saved Legion Magazine almost seven million dollars. Eligibility is decided annually and the next application is due in November. In order to remain eligible for CPF funding DCH must continue to be confident that Legion Magazine is an independent publication. They have listed as ineligible any periodicals "that primarily report on the activities or promotes the interests of the organization."

The magazine also received a subsidy from the World War Commemorations Community Fund. Canvet was awarded \$64,444 in funding on a one-time basis to enhance Canadians' awareness, knowledge and understanding of the role of the Newfoundland Regiment in the assault on Beaumont-Hamel and the Battle of the Somme. Canadians young and old can access the free bilingual poster and visit the interactive web module created by the magazine.

MEMBER BENEFITS PACKAGE

The Royal Canadian Legion's (RCL) Member Benefits Package (MBP) is currently at nine partners. They include Best Western, Starkey Labs-Canada Co., Shaw Direct, Carlson Wagonlit Travel, Philips Lifeline Canada, Premier Care in Bathing, Arbor Memorial, Medipac Travel Insurance and MBNA Canada Bank. Home Hardware, Corby Spirit and Wine Limited and We Care Home Health Services are no longer with the program.

Every partner is a little different. Some provide funding to Dominion Command programs while others continue to offer their discounts to both the member and their immediate family. These partnerships have been beneficial to the Legion, Dominion Command and Canvet

OPERATION SANTA CLAUS

Canvet has provided 3,000 magazines to Canadian Forces (CF) personnel on peacekeeping assignments and in isolated posts around the globe. Based on our single copy sale price this represents a donation of \$17,850. The magazine has been donating copies annually to the CF since 1998.

CONCLUSION

I move the adoption of my report.

REPORT OF CANVET PUBLICATIONS LTD.

D. Flannigan	-	Board Chairman
T. Eagles	-	Board Vice-Chairman
B. White	-	Secretary
M. Barham	-	Director
J. Frost	-	Director
T. Irvine	-	Director
G. Moore	-	Director
A. Paquette	-	Director
E. Pigeau	-	Director
J. Morse	-	General Manager

INTRODUCTION

Legion Magazine has had one of its best years in decades. Finances are on track, the number of subscribers is stable and we continue to deliver the stories of Canada's military history.

BUDGETS

Canvet is meeting its commitment to continue publishing without an increase in the cost of an annual subscription before 2020.

This year marks the highest amount of funding on record from the Canada Periodical Fund (CPF) and circulation has stabilized for the first time since 1989. The magazine also saw gains in newsstand from its Special Interest Publications (SIP) and advertising. Expenses have also increased as the magazine produces more work and the cost to publish a national magazine inches up annually. Magazine sales in Canada continue to be challenged. According to recently released figures from MagNet, sales of single copies in Canada were down 16% in the first half of 2015. This is a perilous time in the publishing industry. In spite of that *Legion Magazine* has continued to survive and thrive.

It is important to note that all Canvet budgets are predicated on the continuation of the CPF.

CANADA PERIODICAL FUND

Last fall, Canvet received \$729,607 in funding from the government of Canada, \$43,379 more than the previous year. Canvet has been a recipient of one form of subsidy or another for over fifty years and this revenue stream is vital to our operations. We apply annually and the government is clear, in order to remain eligible for CPF funding they must remain confident that *Legion Magazine* is an independent publication. They have listed as ineligible any periodicals "that primarily report on the activities or promotes the interests of the organization." Over the last fifteen years this funding has saved *Legion*

Magazine almost seven million dollars. It is essential for our survival. We remain optimistic and have budgeted accordingly. Canvet was also awarded \$64,444 in funding on a one-time basis to enhance Canadians' awareness of Beaumont-Hamel and the Battle of the Somme. The magazine created a large bilingual poster-map and a multimedia bilingual web module focused on the role of the Newfoundland Regiment. This is available free to all Canadians.

MEMBER BENEFITS PACKAGE

The Royal Canadian Legion's (RCL) Member Benefits Package (MBP) is currently at 10 partners. They include Best Western, Starkey Labs-Canada Co., Shaw Direct, Carlson Wagonlit Travel, Philips Lifeline Canada, Premier Care in Bathing, Arbor Memorial, Medipac Travel Insurance and MBNA Canada Bank. Home Hardware, Corby Spirit and Wine Limited and We Care Home Health Services are no longer with the program.

Every partner is a little different. Some provide funding to Dominion Command programs while others continue to offer their discounts to both the member and their immediate family. These partnerships have been beneficial to the Legion, Dominion Command and Canvet. For example Carlson Wagonlit Travel has helped with the Youth Pilgrimage, Shaw offers two free high definition satellite receivers along with free installation up to \$300 while partners like Lifeline and Starkey offer educational sessions on health for interested Commands. We invite delegates and all legionnaires to visit your MBP booths in the exhibition area.

ENGLISH CONTENTS & FRENCH INSERT

In 2015, we produced six issues of *Legion Magazine* which included a two-part series on veterans who have fallen through the cracks at Veterans Affairs Canada and produced three SIPs on the Italian Campaign, the Battle of the Atlantic and Canada's Aviators.

This year, the magazine has a new look and began the year with a feature on the Newfoundland Regiment's role in the Gallipoli Campaign during the First World War. We have a new column on military artifacts and the first of a six-part series reviewing the history of *Legion Magazine*. The magazine will produce five SIPs, beginning with Beaumont-Hamel and The Battle of the Somme followed by Unarmed Shooters (War Photography), Tales from the Front, The Battle of the Pacific and Canada's 150th Birthday.

We will continue to publish 144 pages annually in a full-colour French section which is available to any subscriber at no extra charge upon request.

2016 CONVENTION RESOLUTIONS

The Canvet Board of Directors reviewed one resolution which was non-concurred. It can be found in the Convention Book.

FINANCIAL STATEMENTS

The full audited Canvet financial statements are provided separately.

CONCLUSION

Thank you to all the Directors of Canvet for their support during my term and I especially want to thank our magazine staff for their professionalism and dedication.

**DOMINION EXECUTIVE COUNCIL ITEM 9
16 -17 APRIL 2016**

9. APPROVAL OF MINUTES/REVIEW OF DEC ELECTRONIC DECISIONS

a. Approval of Minutes

The DEC last met on 28 November 2015. The minutes were distributed electronically.

RECOMMENDATION: That the DEC minutes of 28 November 2015 be approved.

b. Review of DEC Decisions – Email Voting

- i. The following decision concerning a convention resolution was made via electronic voting 14 January 2016:

THEREFORE BE IT RESOLVED that Dominion Command committee conference calls be held outside of daytime business hours and preferably on a weekend to ensure all Provincial representatives have the opportunity to participate and all provinces are represented.

NON-CONCURRED

- ii. The following decision concerning a convention resolutions was made via electronic voting 25 February 2016:

THEREFORE BE IT RESOLVED Quebec Provincial Command asks Dominion Command to subsidize branches in Quebec and in the other provinces to help them connect to the internet (there could be some criteria for obtaining funding, such as a maximum gross annual income, with copy of the operating statement as proof).

NON-CONCURRED

- iii. The following decision concerning a convention resolution was made via electronic voting 14 March 2016:

THEREFORE BE IT RESOLVED that the four categories of membership be reduced to two labelled "Veteran" for all that meet the Legion's veteran definition and "Associate" members for all others.

CONCURRED

**DOMINION EXECUTIVE COUNCIL ITEM 10
 16 -17 APRIL 2016**

10. DOMINION SECRETARY'S REPORT

Supply Items

i. Sales as of March 1, 2016 are as follows:

	2013	2014	2015	2016
JANUARY	117,834	106,184	132,512	120,582
FEBRUARY	106,099	91,638	246,485	96,950
YTD			378,997	217,533 (-43%)
MARCH	121,181	114,337	222,730	
APRIL	163,070	138,102	247,395	
MAY	164,987	149,107	224,401	
JUNE	118,446	*159,048	173,915	
JULY	91,977	96,852	104,345	
AUGUST	92,902	90,974	93,071	
SEPTEMBER	124,820	184,143	218,478	
OCTOBER	223,136	295,317	270,501	
NOVEMBER	267,707	287,264	351,834	
DECEMBER	135,860	128,847	189,908	
TOTAL	1,728,019 (-7%)	1,841,813 (+7%)	2,475,575 (+34%)	

* Includes June 2014 Convention Sales of \$44,351

ii. 2015 Sales concluded with our strongest quarter ever. As expected, in the absence of 90th anniversary medals, sales at the onset of 2016 are comparatively quite slow. This trend is expected to continue until July. New products being introduced and more aggressive online marketing are expected to reduce some of the trend during this period.

iii. Products to commemorate Beaumont Hamel have just been released.

iv. Provincial Command shares of gross margin have been distributed totaling \$74,605.

v. Your supply department is closely working with the marketing team in a coordinated effort to drive web sales through improved SEO, Facebook, Twitter, and online advertising.

vi. Since last reported 97 written trademark inquiries have been handled.

a. Staffing

	2014	2015	Nov-15	Feb-16	Notes
Permanent (DC)	41	40	40	40	i
Long Term Contract (DC)	1	3	2	3	ii
Short Term Contract (DC)	0	0	0	0	
Casual/Temporary (DC)	1	2	3	1	iii
TOTALS (Dominion Command)	43	45	45	44	
Permanent (Canvet)	11	12	12	12	
Long Term Contract (Canvet)	0	0	0	0	
Short Term Contract (Canvet)	0	0	0	2	
Casual/Temporary (Canvet)	0	0	0	0	
TOTALS (Canvet)	11	12	12	14	
TOTALS DC AND CANVET	54	57	57	58	

Notes:

- i. Two Legion House employees are on long term disability and are not included in the total of 40. They will not be returning to work. One other person is awaiting a major surgery which should occur later this spring.
- ii. One person is in Supply and two are in the Membership Services.
- iii. One casual employee remains in Membership Services and will be retained for further employment in the Central Registry.

b. Marketing

Comrades, I have asked Comrade Dion to take a few minutes to outline the Legion's marketing strategy. The presentation is attached to this report, but Dion as the primary architect of this strategy will now provide you with a briefing.

c. Communications

Comrades, in concert with the marketing effort, the next step in the communications aspect is to develop and execute a communications strategy that encompasses an effective social media component along with a detailed demographic analysis.

Through both the marketing and communications strategies, it is intended to ensure that our messaging is clear, consistent and reaches the appropriate target audiences both internally and externally to the Legion.

d. Membership

While I am not pleased with the overall membership numbers for 2015, I am pleased at the efforts of those in the Membership Section to process the memberships received last fall and in January. All processing was kept up to date and no delays occurred. There has been a major turnover of employees in the Membership Section with only one of the old guard remaining.

The new membership processing system is in play with branch and command training commencing on 18 April and lasting to 13 May. I would like to extend thanks to the commands for providing branches to be part of this phase of implementation. The go live date continues to be 27 June 2016.

I would now ask Comrade Randy and Karen to provide you with a brief overview of the new membership system.

Comrades, that concludes my report and I am prepared to respond to your questions

Sales Total by Command for the Year 2015

	COMMAND	BRANCH	LA BRANCH	DISTRICT	ZONE	MEMBER	OTHER	TOTAL	SHARE %	PC SHARE
B.C. /YUKON	\$9,929.46	\$178,437.30	\$12,079.66	\$0.00	\$2,058.10	\$33,256.40	\$0.00	\$235,760.92	11.11%	\$8,290.12
ALBERTA-NWT	\$1,943.55	\$233,028.37	\$6,628.48	\$1,149.35	\$0.00	\$44,515.10	\$0.00	\$287,264.85	13.54%	\$10,101.17
SASK.	\$4,841.91	\$85,550.49	\$432.95	\$215.00	\$40.00	\$13,478.90	\$0.00	\$104,559.25	4.93%	\$3,676.64
MAN. & N/W ONT.	\$2,745.08	\$101,989.28	\$9,043.81	\$762.27	\$655.00	\$10,692.47	\$0.00	\$125,887.91	5.93%	\$4,426.63
ONT.	\$10,966.95	\$644,757.46	\$48,063.60	\$18,677.86	\$13,995.27	\$128,747.82	\$0.00	\$865,208.96	40.78%	\$30,423.57
QUEBEC	\$6,414.12	\$116,641.83	\$704.77	\$997.83	\$0.00	\$24,716.31	\$0.00	\$149,474.86	7.05%	\$5,256.02
N.B.	\$1,766.21	\$75,237.41	\$3,423.34	\$1,304.95	\$0.00	\$10,642.87	\$0.00	\$92,374.78	4.35%	\$3,248.20
NOVA SCOTIA/NUNAVUT	\$4,602.15	\$137,573.17	\$2,219.26	\$125.00	\$799.07	\$17,949.76	\$0.00	\$163,268.41	7.70%	\$5,741.05
P.E.I.	\$608.85	\$15,527.45	\$358.49	\$0.00	\$180.00	\$1,982.60	\$0.00	\$18,657.39	0.88%	\$656.05
NFLD. & LAB	\$5,843.86	\$64,536.43	\$582.94	\$0.00	\$0.00	\$8,254.25	\$0.00	\$79,217.48	3.73%	\$2,785.54
								\$2,121,674.81	100.00%	\$74,605.00
US	\$0.00	\$2,314.99	\$0.00	\$0.00	\$0.00	\$1,133.45	\$0.00	\$3,448.44		
EUROPE	\$0.00	\$5,997.96	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,997.96		
MISC	\$0.00	\$905.00	\$0.00	\$0.00	\$0.00	\$14,907.85	\$328,640.78	\$344,453.63		
								\$2,475,574.84		
5% of Gross Margin	\$74,605									

Miscellaneous sales include sales directly to non-Legion entities such as the government, museums, wholesales, DND, cadet groups, the public, business, and staff.

The Royal Canadian Legion 2016 Marketing Plan

Business Objectives

Over the last decade, the Legion has averaged just over 23k member acquisitions per year. In 2015, the Legion achieved approximately 24k.

In 2016, we are setting the bar even higher. Specifically:

- Grow new member acquisition from 24k in 2015 to a total of 28k
- Grow membership renewal rate by 2 points - from 90% to 92% by end of year 2016 (an additional 5,900 members).

This targeted increase of ~10,000 members would offset and surpass the 5,000-7,000 members who pass away each year. Therefore, in achieving these objectives, the paid membership base at end of 2016 will amount to net gain of approximately 3,000-5,000 over the previous year.

Key Issues

Awareness

- Awareness of the Legion is dropping – 61% in 2011 vs. 74% in 1999
- There is some awareness of positive aspects of the Legion - especially Veteran programs and community work - but we need to increase that awareness further

Membership

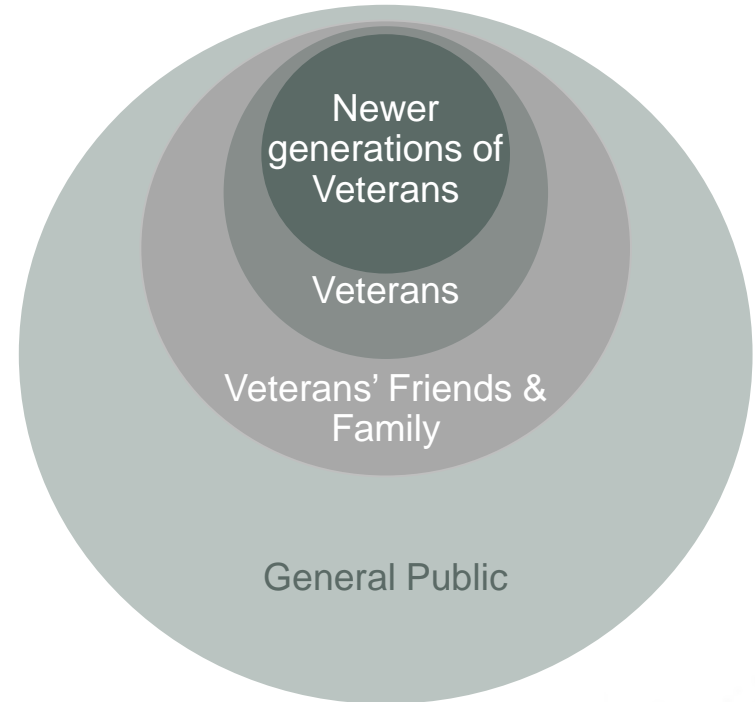
- A large proportion of our audience doesn't realize they can become a member, and don't understand that becoming a member is the best way to support the Legion and its activities.
 - Only 23% of Canadians think anyone can apply for membership and almost half (43%) believe there are restrictions to apply.

Source: 2011 Environics survey

Target Audience Challenges and Opportunities

- It is important to attract younger Veterans: Gen Y, Gen X and Younger Boomers in the age range of 35-59. Our challenge is that newer generations of Veterans (post Korean War) may believe the Legion isn't relevant to them and that it caters mostly to older Veterans.
- We have the opportunity to attract more friends and family of Veterans – as those who know and understand the sacrifices and needs of Veterans, they are good prospects.
- The Canadian public also presents a broader opportunity to grow membership, but we need to shift perceptions of the Legion and increase awareness of the fact that anyone can be a member.

Prioritization:



Campaign Goals

Attract a new generation to membership

- To inspire a newer generation of Veterans
- To inform them that the Legion is relevant to them and does not cater only to older Veterans from WWI, WWII and Korea

Communicate accomplishments

- To increase awareness of the work the service bureau does to help all Veterans, e.g. mental health initiatives, Homeless Veterans, etc.

Change perceptions about the Legion and membership

- To inform Canadians that anyone can become a member, and that membership supports the Legion's activities

Campaign Strategy

A year-long marketing campaign with a cost-effective and integrated mix of both traditional and digital marketing tactics that will:

- Increase awareness and understanding of the Legion
- Communicate that becoming a member is a simple yet valuable and important way to support all Veterans, their families and their communities; it can be seen as a contribution or a donation (and not as a commitment)

The marketing campaign will aim to drive membership acquisition – both through online sign-up and drive-to-branch – over the course of the entire year. Consistent level of marketing activity with the exception of a relatively larger investment in October, November and December when we can take advantage of a natural increase in broad public awareness in the period leading up to and including Remembrance Day. At this time, we can also support the Poppy Store during the heavy holiday shopping period.

An emphasis will be made on tactics that are highly measurable so we can assess their effectiveness in helping achieve marketing objectives.

Strategy – January to October

Maintain momentum and support/leverage key milestones, dates and Legion activities; integrate new broader-reaching media into the campaign; test new tactics

- Renewal efforts will be supported with highly targeted activities (including updated branch level collateral/Renewal Mailer and Email).
- Acquisition will be supported through tactics to raise awareness and understanding of the Legion and of Legion membership, and to motivate membership registration both through online sign-up and drive-to-branch
- Increase support for revenue-generation through the Poppy Store and slightly reduce emphasis on membership when online registration is not available April-June, except for drive-to-branch messaging
- In June, prime key audiences for the new site launch
- In July, leverage the launch of a new website

Strategy – October to December

Heavy-up support

Increase investment across all tactics during this key time period

- Strong support for membership acquisition/recruitment
- Continue retention efforts
- Leverage Remembrance/Poppy Campaign time period

Creative Strategy

A brand-first approach - the Legion brand (as it stands):

- Is inspired by the sacrifice and actions of Veterans
- Represents the very best Canada has to offer - past, present and future
- Embodies Canadian ideals of strength, selflessness, community, diversity

We want our creative to get audiences to:

- Feel a deep sense of national pride, of respect for Veterans and of duty to ensure they receive the proper support
- Want to learn more about the work of the Legion and how they can be part
- Register to become a new member or renew their membership

Brand personality:
honourable,
generous, inspiring

Brand voice:
respectful, authentic,
welcoming, proud

Creative Strategy

A creative approach that aims to:

- Communicate that every Canadian can become a member, veterans or not
- Support a focus on the many accomplishments of the Legion across the country
- Support the idea that the more members, the bigger the difference we can make
- Make joining the Legion the ultimate act of Canadian national pride
- Create a direct connection between the Legion and Canada (at its best)

Campaign Elements

- Branch Collateral Updates
- PSA - main broadcasters, regional and large local broadcasters
- Print ads in RCMP Quarterly, Military Family Magazine and Legion magazine
- Member direct mail/email
- Quarterly member e-newsletter
- Branch update emails from marketing

Additional Campaign Elements

- **Email marketing (3rd party)** –testing third party email list rental.
 - Much more cost-effective in reaching younger audiences
 - Highly measurable results – tracking IDs will used to ensure measurement through to conversion
- **Video** – We recommend developing some new videos (testimonial based) for use in social media, online ads, eDM and to be used to update the PSA.

Media Strategy

- **Online Advertising**
 - Site specific media buys;
 - Site direct could include Canadashistory.ca, readersdigest.ca, Canadian Military Family, VanguardCanada.com, frontline-defence.com, canadiandefencereview.com, Seniorlivingmag.com
 - Timing:
 - March/April – 3 week flight to increase awareness and promote membership
 - July – 2 week flight to promote membership and launch of site (June 27)
 - October/November – 3 week flight to promote Remembrance; Poppy Store
 - November-December – 3 week flight to promote Poppy Store holiday shopping

Media Strategy

- **Email marketing – purchase lists based on demographics and interests in military/history – include:**
 - List name: Target Source (English & French)
 - List size (English) = 600,000 (minimum order 7,500)
 - List size (French) = 150,000 (minimum order 7,500)
 - List name: TVA Consumer behaviour
 - List size = 210,000 (minimum order 5,000)
 - List name: Reader's Digest
 - List size = 14,000
 - Timing:
 - March - April; Oct - Nov

Social Media Strategy

Our approach will be based on key learning from 2015

- Increasing the Legion's visibility in this digital space through a paid strategy has proven to reach a wide audience, increase engagement and follower count. For example, we've seen proven accomplishments on:
 - The Poppy campaign
 - Poppy Store sales
 - Video views
 - Post engagement, web clicks, and follower count
- With this in mind, publishing strategic content in the digital space will continue to complement overarching campaign goals and communications.

Search Engine Marketing Strategy

As with social media, our approach will be based on key learning and strong results from Adwords campaigns in 2015. It will similarly include timed periods of:

- Moderate investment to sustain momentum and leverage key dates/activities, and support membership renewal/acquisition.
- Higher investment during periods of high activity and leveraging broader public awareness, ex: Website launch, Remembrance Day, Poppy Campaign

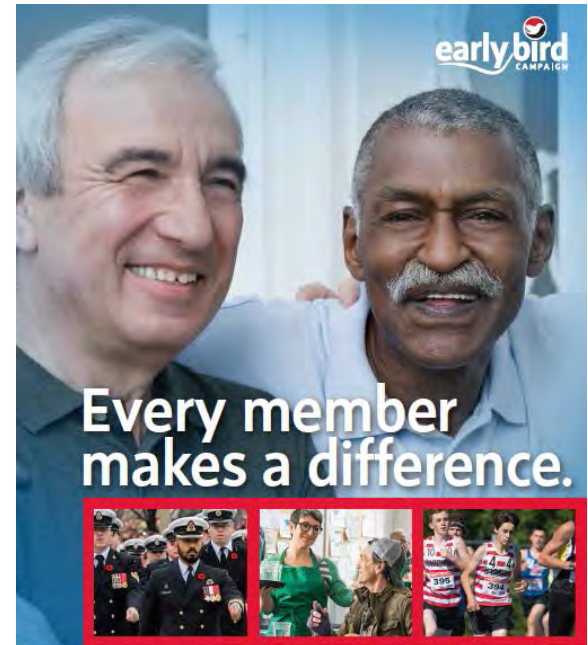
Results

- Significant growth in our social media channels creating significant awareness
 - 10,000 followers on Facebook and 9,800 on Twitter.
 - Hundreds of thousands of views each month to our posts increasing awareness of Legion activities.
 - Increases in Poppy Store sales.
 - Greater engagement with our branches – more and more branches sharing and posting our content through their social media/member email lists.
- Early signs new membership and member renewals are ahead of previous year. Being monitored closely and reported on weekly by Member Services.
- Both branch and membership email addresses have grown significantly
- New Legion.ca – completely new website both for public as well as members/branches will launch in June – will be a greatly enhanced site which can be leveraged as a marketing tool.

Creative Samples

Join, Renew, and Early Bird Branch Posters

Join, Renew, and Early Bird Branch Posters



REMEMBER • SUPPORT • STRENGTHEN

The Early Bird Campaign is on until November 30th.
Renew your Legion membership today!

- Keep your account in good standing
- Maintain years of continuous support
- Support the Branch and its programs
- Ensure delivery of LEGION Magazine

LEGION.CA #OurDuty



REMEMBER • SUPPORT • STRENGTHEN

Every member makes a difference.

Join today!

LEGION.CA #OurDuty



- Keep your account in good standing
- Maintain years of continuous support
- Support the branch and its programs
- Ensure delivery of LEGION Magazine

LEGION.CA #OurDuty



Creative Samples

Branch Brochure with Application

Branch Brochure with Application

Honouring Veterans is OUR DUTY

Join today!

Support. Remember. Strengthen.

Who we are

What we do

Serving those who served

Membership

Advocating for Veterans

Committees and youth

Every member makes a difference.

Join today!

How to Join

Member Benefits

The Royal Canadian Legion
Application For Membership

Applicant Name:

Address:

City/Province:

Postal Code:

Phone:

Membership Type

Ordinary
 Full Time Part Time Family Youth Student
 Life Honorary Associate Emeritus Honorary Life

Associate
 Full Time Part Time Family Youth Student
 Life Honorary Associate Emeritus Honorary Life

Life
 Full Time Part Time Family Youth Student
 Life Honorary Associate Emeritus Honorary Life

Applicant Declaration

I hereby declare that I am of legal age and of sound mind, and that I am not an alien, bankrupt, or under any legal disability, and that I am not a member of any other Legion Branch or any other Legion organization.

I hereby declare that I have never been convicted of a crime involving moral turpitude, and that I am not a member of any other Legion Branch or any other Legion organization.

I hereby declare that I have never been convicted of a crime involving moral turpitude, and that I am not a member of any other Legion Branch or any other Legion organization.

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TO BE COMPLETED BY THE LEGION BRANCH

Applicant Information

Declaration

Next of Kin

Recommendation

Branch of Origin

Branch Address

Office Staff

Branch and Area Staff

Creative Samples

Member E-Newsletter "Legion Debrief"

The Legion
Debrief

Welcome to the first issue of
The Legion Debrief, our new e-newsletter.

Published multiple times a year, it is an easy way for members to keep up with Legion events, news and activities. We hope you enjoy and will share it with other members or anyone with an interest in supporting Veterans.

KNOW A VETERAN IN NEED?

Looking back to see ahead
On June 11-19, 2016, Royal Canadian Legion delegates are invited to the 68th Dominion Convention in St. John's, N.L., to develop the policies that will guide our future.
[FIND OUT MORE](#)

Every action makes a difference
From his time in the Forces to now, Hapin Gortley's life has been dedicated to serving others. And just in time for his 99th birthday, Hapin received the ultimate recognition.
[READ THE FULL STORY](#)

Do you have a story to share?
If you, a family member or someone you know were helped by the Legion, we would love to hear from you.
[SHARE YOUR STORY](#)

Helping Veterans, Strengthening Communities
The Legion is the cornerstone of communities. Discover how Don Southwell found support through the Legion — when he needed it most.
[WATCH VIDEO](#)

Show your Canadian Pride
Shop our webstore — exclusive to Legion members — to find a wonderful array of Legion gifts and other Canadian commemorative products!

Legion Member
WEBSTORE

Received this from a friend? Never miss an issue:
1. [Join the Legion today](#)
2. Update your membership profile with your email address. [Click on this link](#)
Be sure to include your membership number in your email.

Honouring Veterans is Our Duty

Creative Samples

Renewal Direct Mail Letter and Reply Card

Membership # [redacted]
Last [redacted]



Honouring Veterans is Our Duty

At the Legion, we help make your membership and recognize that every member makes a difference. Because of you, we are able to provide essential services to veterans and their families, preserve the values and support our communities. Renew your Legion membership today. It means these traditions continue for years to come. If you have recently done so, we thank you. To renew, fill out the attached form, place in pre-paid envelope and send by mail or drop-off in person at your local branch.

Here are a few of the many great reasons to renew:

- Support Veterans and their families
- Ensure the traditions of membership continue
- Help provide essential services at your community
- Be part of a national network of branches
- Enjoy such things as The Member Benefits Package

WIN A ROUND TRIP* FOR 2 ON THE LEGENDARY CANADIAN TRAIN BETWEEN TORONTO AND VANCOUVER VALUED AT OVER \$13,000!
Enter before April 21, 2016 at legion.ca/via



LEGION.CA #OurDuty



IT'S TIME TO RENEW!

EVERY MEMBER MAKES A DIFFERENCE



Learn or continue to support the essential services and commitment to Veterans & family life.

CHOOSE DESIRED MEMBERSHIP TERM:
 1 YEAR 2 YEARS 3 YEARS 4 YEARS 5 YEARS 6 YEARS

Mail this form using the enclosed envelope or drop off in person at your Branch Office. Membership dues vary by District.

Name (print name) _____
Membership Number (print name) _____
Last year of Membership (print year) _____

Contact your Branch to determine payment details.
Payment enclosed

The Local Council or Branch (Name, Address, City, Postal, Membership Number, District, Telephone, District Office, District Office, District Office, District Office)



By _____
District Representative

Creative Samples

Online Banner Ads



Every member makes a difference.

Join today!



Creative Samples

Renewal Legion Magazine ad



**Every member
makes a difference.**

Because of committed people like you, we're able to support Canadian Veterans and communities, and remember all those who served our country.

**Renew your membership
at your local branch today!**

legion.ca

Legion 



Membership Processing Website

Remembrance • Tradition • Support • Community • Leadership • Education • Sports

Overview

- Dominion Command's mandate was to introduce a more efficient membership processing system which would help reduce paperwork, streamline processes, and allow branches and members greater access to view and update their information
- The new membership website addresses this mandate

Benefits to The Royal Canadian Legion

- Will reduce paper work and help provide more accurate membership records
- Will allow members to sign up and renew for their local branch online
- Will allow for automatic annual credit card renewals for members

Benefits to The Royal Canadian Legion cont'd

- Will allow us to capture member contact information directly (email address and phone numbers)
- Will provide greater flexibility to introduce future recruitment, retention, and renewal programs

Benefits to the Local Branches

- Will save branches processing time and postage costs
- Will reduce errors and returned submissions
- Will accelerate the turnaround time between sending submissions and membership cards being received

Benefits to Local Branches cont'd

- Will allow members to renew for their local branch online via a credit card
- Will provide access to up-to-date information on demand
- Will allow branches to pay via credit card

Key Communication Points

- The website is available for all commands, branches and members free of charge
- Only internet connectivity is required to access the system. No special software installation is required
- Branches are able to view, sign up, and renew their local branch members online

Key Communication Points cont'd

- Members can sign up or renew online
 - Only if branches supply their branch rate
- Commands and branches will have access to a variety of up-to-date reports on demand (Branch Registry, Transmittal reports etc.)
- Branches should provide rates even if initially they do not access the membership website

Member Communication

- Direct emails
- Legion Magazine
- Legion.ca website
- Social Media

Training

- Convention workshop
- Online training videos
- 1-800 support line

Implementation Goals

- 15-20% of branches using membership website by year-end
- All branches to be using the website within 3-5 years to access their branch registries and other reports
- We will continue to process paper work submissions

Key execution dates

- Late-April 2016 – Branches will begin testing
- June 11, 2016 – Workshop at Convention to unveil details
- June 27, 2016 – Membership Website Launched

Membership Website Processing Example

Franglais For Members and Branches Poppy Store Find a Branch Contact Us

Legion WHO WE ARE REMEMBRANCE ADVOCACY

IN THIS SECTION

- Home
- Profile
- Membership Information
- Previous Transactions
- Membership Processing
- Committees
- Events
- Reports
- Resources

Branch: 01-002 - ROYAL CDN LEGION, BR 0

Source: Branch

Invoice Number:

Transactions

Member	Process Type
BILL WOODSON	Renewal
BRUCE DISTAN	Renewal
CAMERON WILLIS	Renewal

Calculate Payment

Processing Details

Legion

Process Type: Renewal

Additional Years:

Membership Number: 10135165

Member Name:

Start Enrollment On:

Renewal Year: Current Year

Lifetime Years:

Buy Back Years? Yes No

Back Years

Submit

**REPORT OF TUBERCULOUS VETERANS SECTION
DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

**Clarence Paul-President
Kandis Merola -1st Vice President
Pat Varga -2nd Vice President
Sharel Fraser -Secretary Treasurer
Brent Wignes -Past President**

Introduction: The National TVS extends to you greetings from all its members.

Activities of the National Executive:

Membership: We have had to close down our one remaining TVS Branch in Atlantic Canada, This leave three remaining Branches, # 44 in Vancouver,# 52 in Calgary and # 78 in Saskatoon. We are still actively recruiting new members, but it is a slow process and we are striving to keep up to the losses due to attrition and non renewals.

History. The TVS was organized in 1917 as The Tuberculosis Veterans Association of Canada. In 1925 the TVA was invited to the Unity convention in Winnipeg to form the Royal Canadian Legion. At the time the TVA had over 7000 members and had been very successful in obtaining war disability pensions for respiratory disabled veterans. The TVA provided funding to the Legion of 10,000 dollars, this gave the Legion a good financial start. The TVS also made available to the Legion a number of very experienced Service Officers who had proven their value with thousands of claims and who were familiar with veterans legislation

Tuberculosis: For most Canadians, the risk of developing tuberculosis (TB) is very low. Still, there are about 1,600 new cases of TB reported in Canada every year, so it is important to know the symptoms and how to minimize your risk.

The rate of TB in Canada is among the lowest in the world, with a steady decrease being seen over the past 30 years. Despite this low incidence for its overall population, certain populations in Canada, including Aboriginal populations, are disproportionately affected by TB.

Even though tuberculosis can be cured with antibiotics, it continues to be a major health problem. In 2010, approximately 1.4 million deaths related to TB were reported worldwide.

Education Awards: (formally known as our scholarships and bursaries) continue to award needy students for post secondary education with funds to help with the expenses associated with college and university educations. As a national body our executive is trying to develop a way of funding a student working in the field of Respiratory ailments which includes studying tuberculosis, possibly doing a scientific research paper. We have set aside the sum of 20,000 dollars to fund a research student at the University of

Saskatchewan in the medical field of respiratory ailments. Over the period of three summers a student will research and write a paper on TB and related illnesses. This paper and its information will be shared with other medical schools in hopes of finding a cure for TB. This program will commence in the summer of 2016

Teleconferences: The national TVS executive has been using Teleconferencing for a few years now as a way of communicating with each other, usually getting in 3 or 4 conferences a year. We still send E mails as a way of generally keeping up with the business of our organization but find that we get more accomplished talking to one another.

Conclusion: Our executive has revisited our TVS National Bi-laws and have done a great job of bringing our bi-laws up to date and in line with Dominion Command. I look forward to our TVS convention in June of 2016 and wish my successor as president of the Tuberculous Veterans Section, a successful term of office and hope we can continue to push for more benefits for our Veterans.

I respectfully move the adoption of my report

Clarence R Paul
National TVS President

**REPORT OF BC/YT COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

Comrades,

My report on BC Yukon Command operations below will summarize our key initiatives and challenges.

State of Operations & Strategic Plan

Our branches, likely similar to others in the country are challenged in the areas of volunteerism, and trying to make profits using ageing lounge operations as their only source of revenue. As part of our strategic plan which was passed at our 2015 convention, we have engaged 4 professional business advisors and assigned them to branches. They have been in place for just under a year and have been making valuable contributions to branches. They have been largely embraced by branches and we are counting on some marginal operations to become profitable, and that some branches that were heading for failure will be brought back from the brink. The funding for this initiative came from investments in our "rainy day" fund. Comrades, we feel it is time for extreme measures to save the branches – we can no longer move in small conservative steps. Our projections are that if we do nothing differently, this Command will fail in 2022. As the saying goes: "You can't take it with you" so we are investing in our rescue plan.

The strategic plan is being implemented in incremental steps. We have ensured that branches are aware of the plan, and we are starting to see them integrate (in some places) more modern approaches to their operations. We want branches to take a good hard look at themselves to see if another business model, or location would make them more successful. We know that some branches are failing simply because they are resistant to change.

We have reorganized our Command office to better meet the requirements of our new initiatives and to better support the increasingly complex needs of branches.

We have set up a peer to peer lending structure so branches who need a loan can get one from another who has money to invest. Our first loan is just coming into place this Spring. This is but one of many new ideas and although we know some may fall flat, there are others that will be successful.

Branch Advisory

Part of our strategy is to monitor and advise branches through the regular channels that are their Zone Commanders, and also through their professional Branch Business Advisors. We also have a strong committee of Legion volunteers who work with branches to ensure they are meeting operational standards and that their business plans are

logical. This committee has had great success, especially in trusteeship situations in turning the fortunes around for many locations.

I have attached as an appendix to this report a recent Branch Advisory update that we have sent to all branches. We are fully transparent with our BA results so branches can be comfortable in dealing with this committee.

Legislation

There is a chance that the Provincial Government removes the category of liquor license under which we operate. This would mean that there is no longer a requirement for our branches to issue memberships to enter their business. We are working on how we would need to potentially alter our revenue model from per-capita to revenue assessment.

We don't have this resolved yet, but the advantage of having a revenue assessment versus per capita is that the goal of the branches to be profitable is aligned with ours to remain funded. At the moment, branches are focused on business profitability, and Commands and Dominion are emphasizing membership. This disconnect could be part of the overall problem.

Ladies Auxiliary

Our LA has continues to lose charters throughout 2015. We have a very paired down LA Command residing in our office run by a volunteer Secretary. We have concerns around their financial stability and their ability to continue organizing large conventions. There are risks to our command if commitments are made by the LA that they cannot meet. Our Admin officers continue to work on these issues, and have not come to any firm conclusion on the future of the LA Command. We do not however feel optimistic about the long term prospects for the Command LA.

Legion Veterans Village

This project is gaining momentum with every level of government and we are restructuring our Foundation to be able to assist the branch on whose site it is being built in attracting philanthropic funding. We are working with all levels of community partners, interested parties, and of course government to bring this building to reality. There are some aggressive timelines for this project, and we intend to meet them. We have a set of professional advisors who are working on this building with our office on a pro-bono basis. Trevor Green is using his Journey to Everest to fundraise for the building.

Right now it is projected to be over 200,000 square feet and cost \$130,000,000 to build. It will contain market housing, a Legion branch, medical services, assisted living units, a gym and all of it will be centered around the crown jewel of this building – "The Centre of Excellence for PTSD Research and treatment". In May we are holding a symposium on a grand scale to ensure that interested stakeholders in the issue of PTSD can give their

input into the services and programs that should be put into this building. In addition, we have asked Veterans Affairs to consider putting an office or OSI clinic in the building.

Comrades, this building is attracting increasing a positive attention. Although it is on the property of Whalley Branch 229 in Surrey BC, we see this as a national monument building, and that this can be a point of pride for our organization nationally. Your engagement or inquires on any aspect are welcomed.

I have attached the most recent promotional material – which has been updated since you last saw it, for your information.

Conclusion

As leaders, we are being counted upon to steer this organization through some tricky waters. We should be, at every level, fully aware of the direness of the situation of the Legion in Canada. With all due respect, I am not sure that everybody is on the same page on this issue. There are branches, zones, even Commands and their staff who are fully engaged in doing something about it, and are being held back by the people who are afraid of change, or worse, have given up trying. Comrades, we can't give up trying.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Marc Tremblay', with a stylized flourish at the end.

Marc Tremblay, BC Yukon Command

Submitted March 2nd, 2016

Appendices: Branch memo 19.16 and Legion Veterans Village materials.

BC/YUKON COMMAND
The Royal Canadian Legion

#101 17618 58 Avenue Surrey, BC V3S 1L3 Phone (1) 604-575-8840 Fax (1) 604-575-8820
info@legionbcyukon.ca or visit us at www.legionbcyukon.ca

February 25, 2016

TO: All Branches
For Information of Members of Command Executive Council

FROM: Val MacGregor, Vice President and Branch Advisory Committee Chair

SUBJECT: **Branch Advisory Update**

Memo #19.16

The BC/Yukon Branch Advisory Committee has been busy over the past year. Detailed updates have been provided to Zone Commanders through Provincial Executive Council meetings, and the time has now come for a general update so that branches are informed of key activities throughout the Command.

Below you will find an overview of the major Branch Advisory happenings and new initiatives.

Recent Trusteeships

Branch Advisory, under the authority of Command President Marc Tremblay, has placed three branches under trusteeship. Trustees have been appointed at each location, and are working with Command Officers and the local Branch Operations Advisor to rectify these situations.

- Branch 114 Lynn Valley: There had been a large number of Article III complaints filed, along with reports of alleged financial irregularities and illegal gambling. Upon investigation mice droppings, mold, and health and safety issues were discovered. Vancouver Coastal Health subsequently shut down the building. It will remain closed until such time as the issues are resolved to the satisfaction of the Provincial Health Inspector, and the staff have completed a required training program. Despite rumours to the contrary, there are no plans to dispose of the branch's property or to pursue property development. There is currently no set timeframe for the trusteeship, or the reopening of the lounge.
- Branch 291 Richmond: The branch had failed to supply financial information for a number of years. Command received complaints from several past executives regarding the lack of financial reporting at General Meetings and potential irregularities. Branch Advisory first flagged the branch, and subsequently upgraded the branch to Probationary Management, but the branch still refused to comply with their own bylaws and was elevated to Trusteeship. There is no set timeframe in place for this trusteeship. It is hoped that they can be back up and running in short order. A new location and/or business model will be considered, as the branch is situated in a light-industrial area and suffering heavy operational losses.
- Branch 21 Langley: This branch was suffering heavy financial losses primarily due to an extremely unprofitable lounge operation, and a commitment to a long-term lease. The Trustees, along with Branch Operations Advisor Darryn Langstaff, have successfully negotiated a buyout of the lease at a 92% discount, and secured a much more affordable office space to carry on their Poppy campaign and the other Legion activities. This is now a dry branch that must explore new avenues of fund-raising and revenue-generation.
- Branch 268 Fort St. James was placed under trusteeship when the executive committee resigned. The building is currently for sale, and Command is open to opportunities to revitalize the Legion in this small community.

Ended Trusteeships

Placing a branch under trusteeship is never an easy decision to make; however, trusteeship is sometimes necessary, and always done with the best interests of the branch and organization in mind. Trusteeship is intended to put a branch back on solid footing so that it can succeed going forward. The goal of a trusteeship is always to turn the branch back over to the membership as soon as possible. A key factor in the length of a trusteeship is the volunteerism and commitment of the branch's membership.

The following branches have come through their trusteeships successfully.

- Branch 15 Abbotsford worked with Trustees Karen Kuzek and Paul Howard to streamline their controls and pricing. Revenues and profits have risen, and things appear to be going well for the branch and its members.
- Branch 40 Penticton worked closely with Deputy Zone Commander Wayne Knight to refine their lounge operations and controls, and has now had several profitable months.
- Branch 91 Prince Edward, with the assistance of Trustee Richard Vandekamp and Branch Operations Advisor Tony Rushworth, has secured improved lease terms with the housing society that maintains their seniors' housing development. The new lease should allow a well-run branch to contribute even more to their community. Branch 91 has also agreed to participate in the new lending program, described below.
- Branch 289 Tsawwassen had experienced some operational issues and with liquor controls. A new business plan was formed and more volunteers recruited to work the bar. The branch and lounge are now financially sustainable.

Coffee Shop Initiative

Branch Advisory continues to work with a B.C.-based coffee shop chain that is interested in working with branches that might like to shift their model from alcohol-based to coffee-based. The benefits of a coffee shop vs. the standard lounge-and-hall model are numerous: higher margins, the ability to sell to the public, lower square footage requirements, appeal to a wider demographic, etc.

We still believe our first location will be in Duncan for Branch 53, and we are searching for an ideal location and opportunity in that community. Branches that would like to discuss this idea should contact Jamie Morrison at jamie.morrison@legionbcyukon.ca or 604-575-8840.

Branch-to-Branch Funding Opportunities

In an effort to create a larger pool of funding for new business ideas, innovation, and branch improvements, the Admin-Finance Committee has recently approved lending of funds from one branch to another, and/or the creation of a centralized lending pool that is funded by branches.

The benefit of this new program is that it would keep interest payments inside the Legion. For example, Branch 91 has agreed to lend to a branch in Northern B.C. at a rate above what their investments were earning, but *below* the rate that the borrowing branch could procure through traditional means. This is win-win for these branches – higher returns with lower borrowing costs.

Branches that are interested in lending funds to other branches should contact Jamie Morrison at jamie.morrison@legionbcyukon.ca or 604-575-8840. Please note that this type of loan, like any other financing, requires BA approval.

Branch Operation Advisors

Branch Advisory introduced this new position in the summer to provide hands-on, in-branch support. There are currently four BOAs throughout the province, and they are able to assist your branch with any business related issue you might have. The following are just some of the things BOAs have helped with:

- Developing business plans with branch executives

- recruiting and hiring new staff,
- overhauling kitchen menus,
- investigating legal issues,
- advising on property deals,
- sourcing office equipment,
- adjusting lounge prices, and
- instituting financial controls.

BOAs are paid through Command – branches are not charged for their services, and should feel free to contact them directly with any questions or concerns. Please note that the BOAs are funded through a specially designated fund and not per capita.

For reference, the BOAs are:

- Rino Castelli (rino.castelli@legionbcyukon.ca) – Cariboo, Central B.C., Nicola-Thompson, Northwestern B.C., and unattached branches
- Bonnie Dancey (bonnie.dancey@legionbcyukon.ca) – North & South Okanagan, East & West Kootenay
- Darryn Langstaff (darryn.langstaff@legionbcyukon.ca) – Fraser Valley, New Westminster & District, North Shore & Howe Sound, Peach Arch, and Vancouver/Burnaby
- Tony Rushworth (tony.rushworth@legionbcyukon.ca) – Vancouver Island and Sunshine Coast

Redevelopment Projects

Branches throughout the province are at various stages in redevelopment projects – whether planning, negotiating with developers, or about to break ground. One such branch, 119 Port Moody, has completed the final exchange agreement with their developer, and demolition should take place shortly. The branch's Cenotaph has been placed in storage, and a ceremonial flag lowering was performed. Congratulations to the executive and members of Branch 119!

Branch 148 is also progressing with its redevelopment project, though at a slower pace than was originally anticipated.

Approvals Required over \$5,000

Please remember that renovations or new construction, or purchase of equipment, requires prior written consent from BC Yukon Command where the project or purchase is expected to cost over \$5,000. See page 8 of the *Branch Manual* for further details.

The ongoing viability of branches is the main goal of Branch Advisory and Command generally. As President Tremblay said at the 2015 Convention, "In my term, our decisions will be tested by one question: Does this help our branches? If the answer is yes, we will do everything possible to deliver that assistance."

Branch Advisory will continue to work with branches to make them and the entire Command sustainable.

Val

NEW ERA

NEW LEGION



YOUR PLACE IN THE VETERANS VILLAGE



DIRECTORY

VETERANS AFFAIRS CANADA SERVICE OFFICE

CENTRE FOR PTSD RESEARCH AND THERAPY

MILITARY SKILLS CONVERSION PROGRAM

TRAUMA COUNSELING CLINICIANS TRAINING FACILITY

ADVANCED CARE FACILITY

INNOVATIVE REHABILITATION CENTRE

GYMNASIUM

MEDICAL AND DENTAL OFFICES

LEGION COMMUNITY HALL

LEGION VISITING MEDICAL CARE HOUSING

LEGION PUB AND RESTAURANT

UNIVERSITY PROGRAMS AND RESEARCH

MIXED CARE RESIDENCES

MULTILEVEL PRIVATE RESIDENCES



ON SEPTEMBER 16TH, 2015 THE ROYAL CANADIAN LEGION BC YUKON COMMAND ANNOUNCED THE UNVEILING OF **LEGION VETERANS VILLAGE**, A MULTI-USE FACILITY FOR VETERANS, SOLDIERS AND COMMUNITY SUPPORT.

THROUGH AN INNOVATIVE COMBINATION OF SOCIAL SERVICES, MIXED USE HOUSING, LONG-TERM CARE, RESIDENTIAL CARE, AFFORDABLE HOUSING AND COMMERCIAL SERVICES, **LEGION VETERANS VILLAGE** PROMISES TO CHANGE THE STANDARD OF CARE FOR VETERANS AND SENIORS IN THE CANADIAN COMMUNITIES IT SERVES.

MESSAGE FROM THE PRESIDENT



Marc Tremblay
President
BC/Yukon Command
The Royal Canadian Legion

Ninety years. If that seems like a long time, that's because it is.

I am honoured to tell you that after all these years, a new era has arrived.

After nine decades, the Legion has a new vision for the future. Our vision is one of solid sustainability and solid progress. Now is the time for us to move forward on critically important fronts to benefit our Veterans and service people. Now is the time for us to make the bold moves necessary to serve our membership in ways never before possible.

Now is the time for **LEGION VETERANS VILLAGE**.

Legion Veterans Village is a monument that shows we understand the problems facing our brothers and sisters. It shows our most vulnerable members that we care. **LEGION VETERANS VILLAGE** is more than just a facility.

It's a guarantee that our Legion will be stronger and better than ever.

Just as we expect so much from our military and police each and every day, so should they expect as much from us, their service club, each and every day.

Our strength will be evident across all fronts. From our balance sheet to our fundraising campaigns, **LEGION VETERANS VILLAGE** is galvanizing our spirit. It is strengthening our resolve. Together, we move forward.

Thank you to our volunteers for the remarkable participation and involvement that is making **LEGION VETERANS VILLAGE** such an outstanding success.

***“AS THE DAUGHTER OF A CANADIAN MILITARY
SERVICEMAN, I HAVE A NATURAL AFFINITY
AND SPECIAL PLACE IN MY HEART FOR OUR
VETERANS.***

***PROVIDING THESE AMAZING MEN AND WOMEN
AND THE COMMUNITY AT LARGE WITH THE BEST
POSSIBLE SUPPORT THROUGH PROJECTS LIKE
THIS DEMONSTRATES THE LEVEL OF RESPECT
AND THANKS THEY SO GREATLY DESERVE.”***

MAYOR LINDA HEPNER



Her Worship Linda Hepner
Mayor City of Surrey





***“WE ARE BUILDING A BEACON TO SHOW
VETERANS THEY HAVE A HOME THAT
WILL WELCOME THEM FOREVER.”***

INGA KRUSE

An early conceptual sketch
by Michael Green of MGA

THE HEART OF IT



Inga Kruse
Executive Director
BC/Yukon Command
The Royal Canadian Legion

From the beginning, I believed **LEGION VETERANS VILLAGE** would be a place that holds the heart of the Legion's service to Veterans. We must build it because this building will represent the renewal of the Legion's commitment to Veterans and our service to Canadians.

Our project concept wins the hearts and minds of everybody who hears about it.

One of those hearts belongs to someone very special. Someone we affectionately refer to as our Iron Soldier. I'm talking about Trevor Greene and his wife, Debbie. The Legion is proud of our association with the Greenses and for the inspiration they have given so many of us.

It is Trevor's spirit that is embedded in **LEGION VETERANS VILLAGE**: the drive to keep going against all odds, to focus on the good things and not give up. The Greenses showed the world how miracles happen.

As the first **LEGION VETERANS VILLAGE**, ours is a new concept that will shine as an example across every Legion in our great country.

In communities from coast to coast, we are creating a legacy worthy of the sacrifice our Veterans have made – and will continue to make – for generations.

Thank you for being a part of the monumental shift to support our Veterans. *It feels great to create a home from the heart.*



***“OUR ROOTS IN THIS COMMUNITY RUN DEEP.
REGARDLESS OF THE INEVITABLE CHANGES, WE
REMAIN DETERMINED TO ENSURE OUR LEGION
BRANCH IS ALWAYS FULFILLING OUR MANDATE
IN THIS COMMUNITY.”***

TONY MOORE



Tony Moore
President
Branch 229 (Whalley)
Royal Canadian Legion

Our branch has been in this location since 1960.

We have served our community by raising funds for Veterans through our annual poppy campaign, and to provide funding for everything from Youth Cadet programs, to hospital equipment and PTSD treatments.

We are very excited about the concept of **LEGION VETERANS VILLAGE**. We see this building as modern solution for the Veterans and citizens we serve.

We see this monumental building as the legacy of our branch into the future. The members of Whalley Legion Branch 229 are fully behind this building and look forward to seeing it become a symbol of the new era for the Legion.

An architectural sketch of a building under construction, rendered in black lines on a white background. The sketch shows a tall, rectangular structure with a complex internal framework of vertical and horizontal lines, suggesting a steel or rebar skeleton. To the right, a lower, more open structure is visible, with the word "LEGION" written in large, stylized letters across its facade. The entire scene is set against a solid red background that occupies the upper and middle portions of the image. The foreground is white, with some faint lines suggesting a ground plane and small figures of people for scale.

***“OUR GOAL IS PURPOSELY AMBITIOUS: TO
CREATE A FACILITY FOR VETERANS THAT IS
THE FIRST OF ITS KIND IN CANADA.”***

ROWENA RIZZOTTI

MAKING IT HAPPEN



Rowena Rizzotti
Chief Executive
The Institute for Healthcare Innovations

LEGION VETERANS VILLAGE is healthcare innovation in action. Our goal is purposely ambitious: to create a facility for Veterans that is the first of its kind in Canada.

We designed **LEGION VETERANS VILLAGE** to meet the crucially specific needs of Veterans, soldiers and first responders. Nowhere else in the world has such a program. We made it our mission to be the first.

Our mandate is simple: to provide our most important and most vulnerable members of society with the services and programs that will help them to heal and recover. Many will thrive!

We knew we could create change. Through a large number of strong and experienced hands, we have solid support for our efforts. Every day feels like a step forward. Every day feels like progress.

Thank you to Mayor Linda Hepner of the City of Surrey for supporting this vision. Our entire community will shine brighter through this beacon of hope and change we are bringing.

I am speaking to you as a healthcare professional with more than 30 years of experience. I have worked in environments where people have no hope. This is the opposite: this is hope. This is the future. This is **LEGION VETERANS VILLAGE**.

The Institute of Healthcare Innovations is a very proud partner of The Royal Canadian Legion. I am confident that we will bring results that reflect our devotion and commitment to improving many lives.

An architectural sketch of a building under construction, featuring a prominent cylindrical structure with a grid of rebar. The sketch is rendered in black lines on a white background, with a large red rectangular area overlaid on the upper portion of the drawing. The word 'LEGION' is faintly visible in the background of the sketch.

***“INSPIRED BY VIMY RIDGE, LEGION VETERANS
VILLAGE REFLECTS THE MONUMENTAL
SERVICE CANADIAN VETERANS AND SERVICE
PEOPLE HAVE PERFORMED THROUGHOUT
TIMES OF PEACEKEEPING AND CONFLICT.”***

MICHAEL GREEN

LEGION VETERANS VILLAGE RECALLS THE MONUMENTS ERECTED IN THE MEMORY OF OUR FALLEN



Michael Green

Principal of MGA Architects

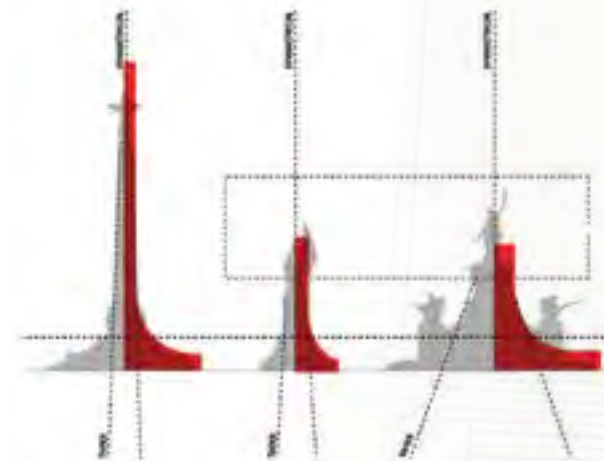
has been recognized as one of the leading providers of low-carbon projects in Canada.

The *Canadian National Vimy Memorial* is a memorial site in France dedicated to the memory of Canadian soldiers during World War One. When I first visited the site, its power struck me with such intensity that I felt the sacrifice – the *meaning* – of the lives lost during the Great War and how much our support meant to France.

I also knew that if I ever had the opportunity to design a project for Veterans, that it should reflect the power and symbolism of the Vimy Memorial.

Like so many Canadians, I have had family members who fought in past wars and know of soldiers who are serving now. From Afghanistan to France, there are Canadians who come home after risking their lives in the name of our continued safety and peace.

I thank all of our service people and Veterans for their service and sacrifice and am proud to be a part of **LEGION VETERANS VILLAGE** and the change it represents for the future of our Veterans in this great country we call home.



ASPIRATIONAL MILESTONES

2015

MARCH 2015:

VISION OF *LEGION VETERANS VILLAGE*

AUGUST 2015:

RENDERING OF MONUMENTAL CONCEPT

SEPTEMBER 16, 2015:

ANNOUNCEMENT

OCTOBER 2015:

INITIATE PLANNING, DESIGN & PROGRAMMING

2016

JANUARY – MARCH 2016:

PARTNERSHIP AGREEMENTS

MAY 2016:

COMPLETE BUSINESS CASE

JUNE – JULY 2016:

PUBLIC CONSULTATION

AUGUST 2016:

FINAL DESIGN APPROVAL

AUGUST 2016:

COMPLETE FUNCTIONAL PROGRAMMING

SEPTEMBER 2016:

FINAL PERMITS

OCTOBER 2016:

CONSTRUCTION BEGINS

ASPIRATIONAL MILESTONES

2018

FEBRUARY 2018:

IRON SOLDIER MISSION TO EVEREST

NOVEMBER 2018:

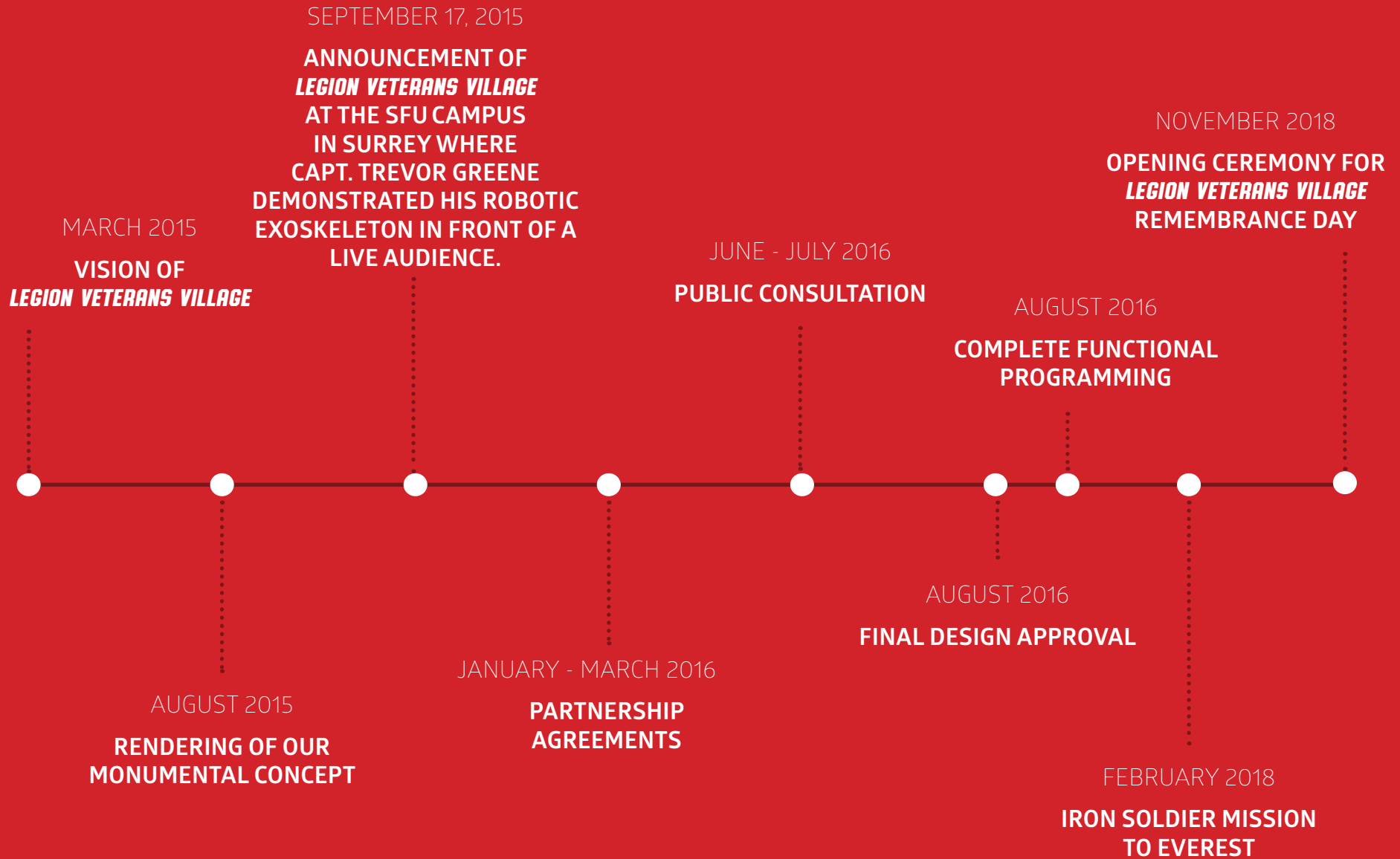
CONSTRUCTION COMPLETED

NOVEMBER 11, 2018:

VETERANS DAY OPENING



ASPIRATIONAL MILESTONES

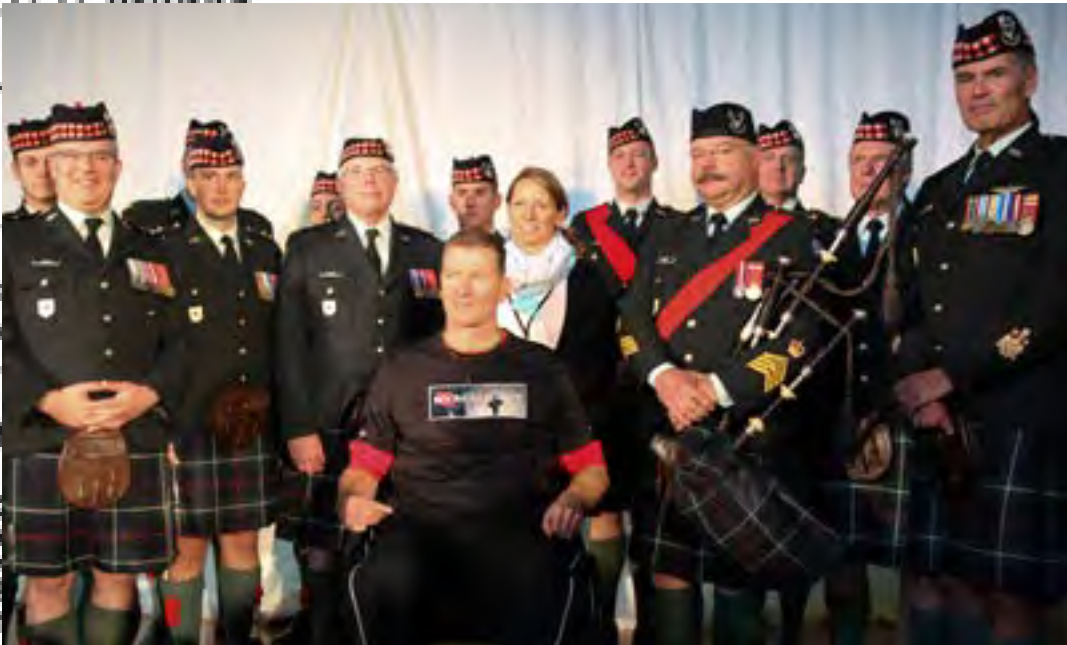




Captain Trevor Greene (ret.) Mayor Hepner, City of Surrey



Rowena Rizzotti Tony Moore Marc Tremblay



Trevor and Debbie Greene with the Seaforth Highlanders Honour Guard.

CHANGING THE GAME

It is said that when we are in crisis the right people appear at the right times.

After my crisis in 2006, one of the best brain surgeons in the US, Dr. Pete Sorini, was at the medical facility in Germany where the most severely wounded troops from Iraq and Afghanistan were sent.

Three years later, neuroscientist Ryan D'Arcy saw a documentary on me and contacted us about an MRI study that would help me pinpoint and track what areas of my brain were healing, and how much, which allowed me to target specific muscle groups.

A few years ago, Inga Kruse, Executive Director of the BC/Yukon Command learned of a fundraising campaign in my home community to acquire an exoskeleton for me. The Legion raised over 100,000 dollars necessary in three months.

The exoskeleton allows me to walk independently which improves my balance and core strength. It's a game changer for me.

Captain Trevor Greene (ret.)

Security

MILITARY

THE IRON SOLDIER

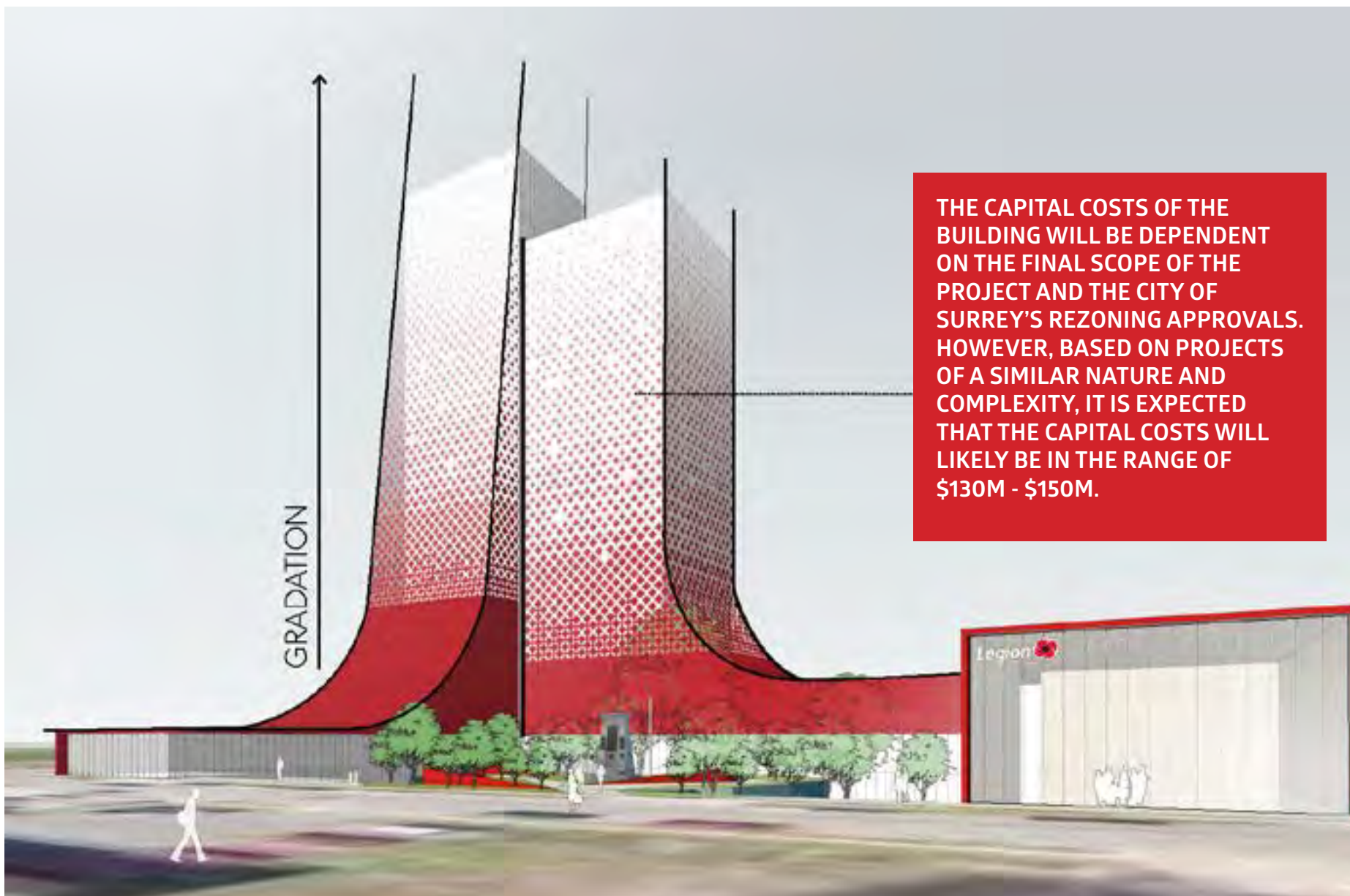
Nine years after Capt. Trevor Greene took an axe to the head in Afghanistan, he is walking again, with the help of an exoskeleton and the Royal Canadian Legion. It is a journey that could change the lives of millions.

BY KEN MARQUEEN - Trevor Greene has a new tattoo on his left forearm. It appears to show a rugged mountain peak and, above it, a string of letters I can't decipher. It's mid-June, an exciting morning for the forcibly retired Army Reserve captain, his wife, Debbie, and a cast of characters who crowd the main floor of the Greene family home in Nanaimo, B.C. Greene, in his wheelchair, is sharing the focus of attention with a sleek partner sitting nearby, something that looks eerily like a headless robot. The Greenses, in ways they couldn't possibly have foreseen, have been building to this moment for more than nine years, really, since the aftermath of March 4, 2006, the day Capt. Greene first did the impossible by refusing to die in the dust of a remote Afghan settlement.

By 2006, the Canadian Forces had long since abandoned the concept of peacekeeping; our soldiers were in a shooting war against the Taliban. It was Greene's role, as civil-military co-operation officer, to build bridges to a more peaceful future by offering aid and infrastructure assistance to impoverished villages in Kandahar province. It is why he was sitting on the ground with the elders of Shinkay village, why he had set down his rifle and removed his helmet as signs of respect, why, as he spoke of Canada's desire to help this village, he was vulnerable to a 16-year-old

Powered steps: The Legion funded the job; the Greene brought the work and determination.





THE CAPITAL COSTS OF THE BUILDING WILL BE DEPENDENT ON THE FINAL SCOPE OF THE PROJECT AND THE CITY OF SURREY'S REZONING APPROVALS. HOWEVER, BASED ON PROJECTS OF A SIMILAR NATURE AND COMPLEXITY, IT IS EXPECTED THAT THE CAPITAL COSTS WILL LIKELY BE IN THE RANGE OF \$130M - \$150M.



Conceptual detail of the proposed concept for **LEGION VETERANS VILLAGE**.



Elevation of the proposed site, replacing the existing structure of the aging Whalley Legion, Branch 229.

NEW ERA

Canada supports our Veterans - for more information on how you can support

LEGION VETERANS VILLAGE

please contact 604-575-8840 or
info@legionbcyukon.ca



Images of **LEGION VETERANS VILLAGE** © 2015 Michael Green & Associates Inc.;
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NEW LEGION



**REPORT OF AB-NT COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

Putting the Comradeship BACK into the Legion

We came to the realization that it is one thing to take out the grumpiness from The Legion, but as an organization we need to put something back, COMRADESHIP. After visiting Branches and talking to members, it has become evident that we as Officers of the Legion sign our letters with and refer to each other as Comrades, but that seems to be the end of it. Comrades we need to stick together and support each other regardless of the situation.

Perhaps it is time that all of us stop the emails, pick up the phone, and when possible have a skype or face to face meeting and find out what is going on. A lot more can be solved with a phone call than an email.

Membership

Membership is all our responsibility. However, we at Alberta/NWT command are trying something new. We appointed Comrade Bobbi Foulds as our new membership chairperson. Comrade Bobbi is a member of the Edson branch. Our command approach is thinking out of the box and it is our hope that an appointed membership chairperson who has only that responsibility will help us deal with growing membership and retention of members.

We, at Alberta Command are looking forward to the new membership program implementation. We hope it delivers what it has been promised it will do. But perhaps it may be time to discuss membership programs being controlled at the Provincial Command Level. In due course it is hoped we can discuss this further.

Dominion Command runs a program to award the renewals by Branches. But I have an example that just does not work. One of our branches with 1 member, a life member, recently received an award for getting one new member! While new members are a necessity, I would suggest in this case a Dominion Program award is unnecessary and delivers the wrong message. Again, we need to review our incentive programs for membership.

A couple of times our membership mail ended up at other command offices, and I am sure it was a glitch, one which frustrates members, but, I am thankful the other commands forwarded the mail to our office.

Branches

We continue to lose branches. In some cases, it is inevitable but other cases is because of a lack of connection. I had the horrible duty of being one of the last 3 members in a Legion building. One lesson I learned is that we take our organization for granted. We get so caught up on the paperwork that we forget about the people and why we are here. Branches are not buildings but they are a connection point. Once the connection is broken with our Veterans and their sacrifices it is very difficult to get it back.

Service Bureau

The Command Service Officers are very busy and continue to be inundated with more complex cases. We are seeing more referrals from VAC to assist Veterans. VAC needs to do their own due diligence in assessing the needs of Veterans. In many instances they are sent to us for emergency assistance when in fact they have just received thousands of dollars. Why is this?

I have some concerns regarding the statistics we ask our service officers to keep. We ask them to track the number of serving personnel, retired personnel and RCMP. This is just another task that is required but not communicated as to the purpose, especially since we now consider RCMP as a Veteran and we do not distinguish between serving and non-serving Veterans. If this is used for something other than just a statistic then great, but if not then why are we asking for it?

TVS

I am unsure why Dominion Command pays for a TVS Representative to sit on DEC especially during these difficult financial times. The criteria to be a member of a TVS Branch is very specific but the criteria is not followed. Are we not ignoring our By-Laws by not meeting the criteria set out in 225? With such a small number of members, would it not be prudent to have a Command bring forward issues they may have? Just because we have always done it this way is not acceptable, we should be reviewing all our practices and look at better and more effective ways to handle our business.

Several years ago, our Command voted to not pay for a TVS Representative to attend our PEC meetings or convention. The motion passed.

90th Anniversary

To honor our 90th Anniversary we had a contest that was judged by individuals outside our organization from submissions for the "Volunteer of the Year" and "Branch of the Year". The Volunteer of the Year will receive an all expense trip for 2 to the National Remembrance Day Ceremony. The Branch will receive \$9,000. We will be announcing those winners shortly.

Veterans License Plates

We are still in discussion with our Provincial Government regarding adding RCMP to the current legislation.

Comrades, this is my report, submitted on Behalf of the members of the Alberta NWT command.

Chris Strong.

**REPORT OF SK COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

As President of Saskatchewan Command, I am pleased to provide this report to DEC. First off we welcomed a new Executive Director after the New Year. He is younger, computer savvy and enthusiastic and is already making an impact modernizing our Provincial office.

MEMBERSHIP:

Our 2014 membership was 11,268 in comparison to our 2015 final results of 10,785 – which represents a drop of 483 total members. This equates to 4.3%. We have seen some positive gain in new members, however retention remains the bulk of the problem. The reasons are probably similar in nature across the country.

- an entrenched executive at the branch level that are not as open to change and new ideas,
- a younger generation that seems to have placed a stigma on what the Legion represents and don't feel welcome.

So it becomes cyclical, and we are in the middle of it.

We feel there are 2 main solutions to change this culture. First is communication, and the other is inclusivity. We must move forward with utilizing the tools and resources of technology. This will open the doors for a new generation to be more active. Although there will be some push back from a few, we will try to manage those who object. However we still need to be mindful of those who are too old and set in their ways to embrace new technology.

We have lost 3 branches over the year and are now at 171 in total. We are finding some branches that were stagnant have seen some recovery, however, we also see some remain inactive.

We can proudly state that we now have 163 of our branches in direct communication via email. This leaves only 8. We became more active in establishing this form of contact to remove some barriers. We have had some positive feedback from the branches in terms of a more effective means of communication. So as we shift our culture at the top, it will have an effect on the branches and our members. The branches that do not conform will have to be managed properly.

We still have a few branches that simply are not welcoming to new members. The grump lives on in these places. We will have to get creative in terms of how to approach these branches and to remove the barriers for new membership.

We are cautiously looking forward to the new online membership program. Hopefully there aren't too many bugs to work out and it is simple enough for our technology challenged members to operate.

VETERANS SERVICES AND SENIORS

Veterans Affairs are in the process of reopening one of their two district offices in the province, this will be in Saskatoon. They remain helpful and work well with our Service Officer.

Our "Leave the Streets" behind program has gotten stronger with a boots on the ground approach. Our Service Officer, who is also new last summer, has been more aggressive in working with local agencies in identifying and assisting those in need. In revisiting the local infrastructure we have found valuable resources to be available to house our veterans.

One of our areas of concern is the high cost of prescription drugs for those who suffer from an OSI. This causes a great burden on our veterans. To address this, we are lobbying the provincial government on cost reductions. By allowing these drugs as a part of a provincial health plan, we reduce the need for our veterans to seek out alternative measures.

A new initiative formed by a veteran who has come out of our Leave the Streets behind has garnered a lot of attention. As his current office is being renovated, we are providing temporary office space until the end of the construction. The concept behind the initiative is to provide a peer support program for veterans, corrections and emergency service personnel. This program is designed to provide additional support for those suffering from an OSI.

REMEMBRANCE AND POPPY

Our Poppy Campaign remains strong. Saskatchewan has seen an increased awareness of Remembrance. Continued support of our communities is vital. The general public is not as aware of poppy fund use as they could be. The use of social media will be a great resource for increasing the awareness of that and this may be beneficial in terms of greater support.

We just completed our yearly Literary and Poster contest. Our command still enjoys approximately 22,000 entries from throughout the province. We continue to award 10 Scholarships and 10 Bursaries on a yearly basis. They are \$300.00 each and are well received and appreciated by the students.

There remains a gap in servicing communities where there are no Branches. We are fortunate that we have members in Branches that will pick up the slack in driving to most of these communities to ensure that the areas are covered with supplies, speakers and information to the schools regarding our Literary and Poster contest. Although our

membership is declining, we are thankful that we still have many dedicated members in our communities that work for the betterment of our organization.

We have made some strides in misuse of Poppy Funds. As the branches become more aware of what is acceptable the issue has become better controlled. We still have issues of some branches wanting to use more than the allotted amount for our programs. This has been controlled, but shows that the branches want to use the funds for the proper programs.

YOUTH

Our yearly Track and Field Camp remains successful year after year with many qualified coaches and dedicated camp personnel. We continue to have around 150 athletes in attendance and continue to send a contingent to the National Camp on a yearly basis. We would not be able to run this camp without our many dedicated Legion members.

Sask. Command awards 20 Cadet Medals of Excellence on a yearly basis as well, and is well received by the province.

SPORTS

Sports remains relatively unchanged. We still see a good number of participants in cribbage, darts and bowling. Golf was off for the year, but weather may have played a role in this.

It remains somewhat of an administrative burden, however there are some ideas to involve the branches more in this which in turn should increase awareness and participation.

PUBLIC AFFAIRS

The Military Service Recognition book continues to be a great revenue stream for us. Next year's book is looking at being more aggressive in obtaining submissions from the first nations, along with other items to ensure the book has some turnover.

The Sask. Command Website is currently being updated and modernized. The intent will be to create a more static site, utilizing social media as a source of news and information.

We also plan on more news releases regarding our programs and initiatives. Awareness is a key part of what we require.

LEADERSHIP AND DEVELOPMENT

Our Command Service Officer is once again preparing for the annual Branch Service Officer training in the fall of 2016. The training will be conducted by District and all Branches will be advised that this training is necessary for Branch Service Officers. We

will also be asking Poppy Chairs to attend, as the training will focus on the proper use of Poppy Funds.

We continue to collect and publish training material on our website and eagerly accept any resources Dominion Command chooses to create.

SUMMARY:

Saskatchewan Command continues to operate and function well. Our finances are healthy and continue to improve each year thanks to the Military Service Recognition Books. Our Sask. Command Office staff of four remains the same in structure with our Prov. Executive Director, full time Provincial Service Officer, full time Admin. Assistant and a part time bookkeeper. This appears to be working well for the moment and of course will be monitored and assessed as time goes on. Our building is aging and the expenses relating to it are closely monitored. Overall, though, the expenses on the building are minimal compared to leasing or selling and repurchasing.

Hopefully Saskatchewan Command will be well represented at Dominion Convention this year. Our future does have promise. We need to remain positive, creative and open. Our Command Staff is committed to a culture shift and the time is now, to harness this energy and improve upon a great foundation.

Respectfully submitted,
Ken Box
President
Saskatchewan Command

Veterans License Plates

We are still in discussion with our Provincial Government regarding adding RCMP to the current legislation.

Comrades, this is my report, submitted on Behalf of the members of the Alberta NWT command.

Chris Strong.

**REPORT OF MANITOBA & NWO COMMAND
DOMINION EXECUTIVE COUNCIL
APRIL 2016**

Comrade Chair, Comrades;

On behalf of President Mel Willis I bring you greetings from Manitoba and Northwestern Ontario Command and its Executive Council members.

Membership/Branches

The Command total for yearend membership has 138 branches reporting a membership of 23,583 down from the 24,644. A loss of 1,061 members or a retention of 95.68%. As of yearend, of our 138 branches; 19 are in Winnipeg, 91 in rural Manitoba and 29 in NWO. Regrettably since the yearend report another branch in Winnipeg has surrendered their Charter, one branch in rural Manitoba has given their intention of surrendering their Charter, and one branch in NWO is being run by Trustees. We are hoping the trustees can help members amalgamate rather than lose another branch.

The harsh reality is that in the past decade our Command has lost 9,282 members and closed 27 branches.

Year	Members	Branches
2005	32,865	165
2015	23,583	138
Loss	9,282	27

What is interesting is where we have lost these branches. By far the highest loss is in rural Manitoba, yet in NW Ontario where they do NOT have revenue assistance coming from VLTs they have only lost one branch in the decade.

Year	# of Branches	Wpg	Rural MB	NWO
2005	165	22	113	30
2015	138	18	91	29
	-27	-4	-22	-1

Poppy Campaign

We had 127 branches involved, and reporting, in our recent campaign. Income was up 9% over last year and our expenses and disbursements were equal to last year's campaign.

The statistics from the Poster & Literary Contest were up this year. 33 branches reported having a total of 2,922 entries. Last year only 18 branches reported with 1,803 submissions.

Youth

We were pleased to have awarded 48 Cadet Medal of Excellence Awards in 2015.

Our Legion Athletic Camp at the International Peace Garden saw an increase in participants over 2014. In 2014, 440 athletes attended and in 2015 - 502 attended. 400 were from Manitoba, 63 from Ontario, 36 from Saskatchewan and 3 from Alberta.

Sports

As you can see from the chart below participation varies in our Command. Regrettably participation in curling was so low that we had to cancel the Provincial Event. As well, 8-Ball has decreased quite significantly. Cribbage is holding its own with a very slight decrease and Darts has increased.

<u>Event</u>	<u>Year</u>	<u># of Br</u>	<u># of Team</u>	<u>Doubles</u>	<u>Singles</u>
8-Ball	2015	10	11		
8-Ball	2016	4	5		
Darts	2015	21	26	48	62
Darts	2016	25	28	53	71
Crib	2015	40	52	102	157
Crib	2016	39	50	101	142
Sr. Curl	2015	10	10		
Sr. Curl	2016	4	4		
Reg. Curl	2015	10	12		
Reg. Curl	2016	4	6		

Public Relations

On Remembrance Day, our Command was once again involved with the CTV Live Morning Show broadcast from our St. James Branch #4. Interviewed live were Command President Mel Willis, District Commander Joan Wright, Corporal Cam Bennett (son of Honorary Treasurer, Rick Bennett) and Comrade Fred Johnson, WWII Veteran and VP of Ukrainian Canadian Branch 141.

Our Command purchased a table of 8 for the Hubble Awards Fundraising Dinner. Please refer to Annex 'A' for details of this most valuable charity. However, since 1967 this Manitoba based charity has been giving scholarships to Sea, Army and Air Cadets. The fundraising dinner was held in October with 8 members of our PEC in attendance. It was a great evening and enjoyed by all.

10th Annual Yellow Ribbon Gala – for the fifth straight year our Command purchased a table of 10 in support of the Military Family Resource Centre. We feel it important that we must show our support and be a presence at such events. We hope to look at increasing our involvement in further Yellow Ribbon Gala.

To further increase the Legion presence we will be a Silver Sponsor at the upcoming 8th Annual RCAF Run - June 5, 2016 in Winnipeg.

An update of the situation relative to Veterans License Plates in Manitoba. In Spring 2014, The Manitoba Human Rights Commission received a complaint. As of November 2015, the date of the last correspondence from the HRC, the complaint still continues to be reviewed and decision pending.

Leadership & Development

Our Command supplied laptop computers to all its District Commanders in 2014 with an eye to having the District Commanders assist in L&D and all committee reports and updates while they attended branch, zone and district meetings. To this date they have not been used by the majority of commanders. This is troubling but will be addressed with vigor at the next PEC meeting in April of this year.

These laptops were pre-loaded with a PowerPoint presentation and were designed to be incredibly easy to use when making a presentation. Yet, they are not meeting expectations. We are exploring other approaches to training and promotion, membership and leadership. The importance of electronic communications, web pages and keeping updated email lists in preparation for the new membership software are also on the agenda for the L&D Committee meeting at this PEC meeting.

Veterans Services & Legion Seniors

The Veterans Transition Network has arrived in Manitoba and they held their first program commencing October 2015. It was a great success. To support this outstanding initiative our Command is currently collecting donations from our branches and our Command will meet these donations dollar for dollar for a maximum of \$50,000.00.

Our Command Service Officer attended the Service Officer Training Program offered at Dominion in March which was used as a refresher and to get some quality one on one with the Bureau experts.

In closing, for those of you who may not be aware, our Command President had surgery on January 22. The scheduled two hour surgery lasted nine hours! Though Mel wanted desperately to remain as President he felt that stepping down until he was fully recuperated would be the best for him, his family and our Command. I know you all join me in wishing Mel a full recovery.

In Comradeship,

Ronn Anderson
Acting President

History Of The Hubbell Awards

The Early Years

The Hubbell Awards is a registered charity whose mission is to provide scholarships to youth enrolled in a sea, army or air cadet unit based in Manitoba.



They are named after Major Ted Hubbell, a World War II veteran, who devoted much of his life encouraging the development of youth. He was the President of the United Services Institute of Manitoba when he died in 1967.

His colleagues made the decision to honour the work he had been doing by presenting three \$100.00 scholarships annually in his memory. The value of the scholarships remained unchanged for more than thirty-five years until the Winnipeg Airports Authority agreed to support the program and donated an additional \$1,200.00, which allowed each of the three scholarships to be increased to \$500.00. The support from the Winnipeg Airports Authority was wonderful and very much appreciated, but it seemed unreasonable to continue to look externally for funding. The program needed to become self-sufficient.

2004 to 2012

In 2004 Ivan Poitras made the decision to incorporate the program as a charity. He collaborated with Honorary Colonel Ben VanRuiten and Brigadier-General (Retired) John Law to set the process in motion. Norm Clark joined the Board shortly after incorporation and assisted Ben VanRuiten with fund raising. He was followed on the Board by Robert Gordon, Jim Forestell, Robert Vandewater and Lori Grandmont. All Board members are volunteers.

General (Retired) Ray Henault, a former Chief of Defence Staff, agreed to become the Patron of the program in 2008.

Ivan's initial objective was to raise \$30,000.00, invest it in a perpetuity fund at five per cent interest, and use only the interest to present three \$500.00 scholarships annually - one to a sea, army and air cadet.

Shortly after incorporation, Ivan learned that the Winnipeg Foundation had a program to assist small charities such as the Hubbell Awards. The Board entered into an Agreement with them in 2006.

All donations are placed in the Hubbell Awards Scholarship Trust Fund that the Foundation holds. That was a major shift and provided an incentive for potential donors. That change saw a rapid increase in the donations so a new fund raising objective of \$100,000.00 became the goal.

In 2005 and 2006, the proceeds from the awards dinners were used to provide three \$500.00 scholarships. During 2007 and 2008 a combination of the proceeds from the dinners and earned interest were used to provide three \$750.00 scholarships.

In 2009 the program reached an important milestone when three cadets were presented with \$750.00 scholarships using only the earned interest in the Trust Fund.

The value of the Hubbell Awards Scholarship Trust Fund had increased sufficiently by 2010 to allow the program to present three \$1,000.00 awards using only the earned interest.

The program exceeded its revised fund raising objective by 2011.

The program has continued to grow and currently awards seven \$1,000.00 scholarships annually.

Once each year the Foundation informs the Board of its spending limit. That information is used to determine the value of each scholarship. Because only the earned interest is used, the Hubbell Awards will be available to cadets as long as it exists as a charity.

As the principal in the Trust Fund increases so will the value of the scholarships.

By 2012, the program was firmly established and Ivan Poitras had surpassed all of his initial objectives. He invited Dennis Tabbernor, who had recently retired from the Militia, to replace him as the president. Ivan continues to serve as the past president .

Scholarship Sponsors

The awards currently have a value of \$1,000.00 each. A commitment was made to individual scholarship sponsors that all awards would continue to be equally valued.

Affiliations

The Hubbell Awards is proudly independent. The program collaborates with Regional Cadet Support Unit (Northwest) who have consistently provided invaluable assistance. It also collaborates with unit sponsors and Leagues that support cadets.

The Hubbell Awards have been presented to sea, army and air cadets enrolled in Manitoba units since 1967.

**REPORT OF ON COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

Comrade Chairman, Comrade President, my Comrades all. When my predecessor Comrade Bruce stated that I would hit the ground running upon being elected, he certainly wasn't kidding. Also to say that things are all great and running smoothly in Ontario Command like the rest of the Commands – that would be a lie.

Comrades we in Ontario Command are continuing our obligation to assist all branches to remain economically viable, assisting them with downsizing, amalgamation and/or property redevelopment. Our Command Property committee has increased in size to include all the Vice Presidents to better oversee the demands from branches to sell, move, or redevelop. We had two branches in District 'A' complete a very successful and amicable amalgamation. Branch #28 and #628 Chatham pooled their resources to form a new branch # 642.

I was delighted to be invited to attend the signing of a new Ladies Auxiliary Charter at Mallorytown, Branch # 484 in District 'G'.

Comrades as you may know our Executive Director, Comrade Dave Gordon is retiring on September 6th. After 18 plus years of stellar performance with us. We will be moving our current Assistant Executive Director, Comrade Pam Sweeney up into Dave's position to become the Executive Director. Comrade Pam is now in the process of training another young lady to fill her position. Her name is Juanita Kemp. Both ladies are very knowledgeable and we are confident they will keep Ontario Command on the up and up and running smoothly as Comrade Dave did.

We are planning a "Happy for Dave/ Sad for Us" retirement party on the weekend of our August Warriors Day Parade and Provincial Admin. Council meeting in Aurora and everyone is invited at your own expense. Details will be forthcoming soon.

Our Poppy Campaign across the province went very well with some branches seeing larger donations than normal. We still have been plagued by some Branches not submitting their Branch Status reports in a timely fashion and with some not using the "Special Use Request Form" either for the same project or before Poppy money being spent. Again we had some isolated cases of Poppy Box thefts in the larger towns and cities. Branches being covered by PIB Insurance were reimbursed for their losses.

Our Homeless Veterans program "Project Leave the Streets Behind" is doing extremely well with more and more homeless veterans being identified in over 92 different communities. With the monetary aid of our Ladies Auxiliaries and donations from many branches we have had 403 Veterans applied to the program, assisted 340 Veterans and found permanent housing for 204. We have assisted them to get the help they need to

stay off the streets. To date we have disbursed well over \$1,300,000 in the program assisting our clients with first and last month's rent, dentistry, food vouchers, clothing, necessities for apartments, moving cost, medical and bus passes and the list goes on. Comrades, our Ladies Auxiliary have stepped up to the plate in this project as they will fund the costs (\$45,000.00) to furnish 10 units for Homeless Veterans after the Pam Am Games in Toronto. They have donated well over \$75,000.00 to the Homeless Program and are right there when the call for help goes out.

As we say – it is a hand up not a hand out!

Comrades we recently made a \$50,000 dollar donation to the Good Shepherd Ministries in Toronto that has been our champion in assisting our Homeless Veterans. They will use these funds to get another case worker on board that they desperately need to assist our Homeless Veterans. Comrades we cannot thank them enough for all of their help with our Veterans.

Comrades, now that we have a new Government and a new slate of Ministers on board, we had a face to face meeting with the Deputy Minister of Seniors Affairs, Marie-Lison Fougère on February 23rd. We brought her up to speed with our Homeless Veterans Program, and I may say that she was quite impressed by the numbers.

We also have had correspondence back from the new Minister of Veterans Affairs, the Honourable Kent Hehr, PC, MP. He stated that he is committed to ensuring that his department fulfills its duty to care for Veterans and their families. Further, he says that the Government would like to re-establish lifelong pensions as an option to injured Veterans, increase the disability award and reopen the area offices that were closed. We had asked him about the universal identification card and he stated that the Government is committed to creating an official card that would be accessible to all Canadian Veterans. Also the Minister stated that his department is looking to expand its outreach activities to help ensure that former and releasing CAF members are aware of all the benefits available to them. I just hope that this letter from the Minister is not just the same kind of lip service we had received from the last one. I guess seeing is believing!

Comrades all of our Youth Education programs are being well utilized with the Poster, Poem and Essays seeing an ever-growing number of entries yearly. Our new Remembrance Video Competition has also grown with more and more entries being submitted. The talent of some of our students would just blow you away.

In our Sports program, all branches are trying new and innovative games to bring in new members and the almighty dollar. New games such as "Washer Toss" and "Pickle Ball" which can be played year round, indoors and/or out are being tried by some branches in Ontario Command.

Cards, darts, and traditional indoor games that hopefully will bolster membership and attribute to a healthy bank account at the end of the day are being tried with some success. Our Youth Track & Field program is (in my estimation) second to none. These

athletes, Team 'O' as they call themselves seem to excel in all events every year. We have one young lady in particular that has broken records in Shot Put, Hammer Throw and Discus. Remember the name of Trinity Tutti as she is certainly the cream of the crop again this year.

Our Military Service Recognition Book has now been an overwhelming success. We have a great Chairman, Comrade Ron Goebel and two very hardworking co-ordinators, Comrades Carolyn McCaul and Mary Ann Goheen who oversee the numerous submissions for our book. We have a plethora of submissions that will keep us in editions for many years to come.

Comrades as you can see Ontario Command is not all that bad. We get our fair share of Article 111's that are dealt with almost on a daily basis. Frustrated members who would rather lodge a complaint than rationalize and talk things over; Branch Presidents who ignore our mandated guidelines to sell or lease; Executives bullying or intimidating members who just don't fit in or whose opinions differ from theirs; Comrades the list goes on and on, and YES we still are dealing with a certain branch in Ontario Command that just loves to lodge complaints. Under Comrade Bruce tenure there was 21 complaints filed against the branch president and now we are still getting them, not as fast but still getting them! This is a total waste of Command's time and energy that could be spent on other productive programs.

Comrades, I've rambled on long enough now so in closing I would like to wish all those seeking office at the upcoming Dominion Convention in St. Johns Newfoundland the very best and 'Good Luck' it certainly has been a pleasure and honour working with all of you.

In Comradeship;

Brian Weaver

**REPORT OF QC COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

Comrades, it is a pleasure to be here today to report on Quebec Command. In 2015, our efforts started to show results. We cut over \$50,000.00 of our deficit and in 2016 we plan on cutting another 30,000\$ which will give us a balanced budget, thanks to the hard work by our officers and staff.

The following is a summary of our various committee activities throughout the year.

Membership:

Our Chairman has been continuing to work with our District Commanders to keep membership numbers from declining. As a result, we have a loss of 386 members in 2015.

Sports:

Darts and Cribbage are doing well in all of our branches and at our Provincial tournaments as well.

Track & Field:

This was held in Ste-Thérèse in 2015 and will take place there again this year. The branch has worked closely with the city to make sure the event is a success. There were a couple of issues that arose in 2015, but they have been addressed and won't be repeated in 2016.

Leadership:

The Officers are still visiting District Meetings to give mini seminars on Poppy and Membership. We have had good results and now we plan on including more topics such as Executive Procedures and Discipline.

Ste-Anne's Hospital:

Our Committee continues to make their monthly visits to about 300 resident patients. In 2015, the hospital closed three floors due to a loss of patients and by the end of 2016 we expect to have only 200 or so veterans left. On April 1, 2016 the hospital will be transferred to the Quebec government and they have assured us that the existing patients will still be treated in their preferred language and they will continue to receive the same care that they had before the transfer.

Service Office:

Our Service Officers are very busy all year and from January to April of this year, they would have visited nine out of fourteen districts giving seminar workshops which are working well. By the month of June we should have another Service Officer which will bring down some of the workload.

Homeless:

We are in continuous contact with the shelters in Montreal and now, we have arranged to have a room at one of the shelters for our Service Officer to use once or twice a month. She will be able to meet with homeless veterans from all of the shelters.

I so move my report,
Norman Shelton

**REPORT OF NB COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

This report reflects activities of the Royal Canadian Legion New Brunswick Command and its branches since March 2015.

The 70 branches in the province continue to struggle with declining membership and revenues.

As of the end of January 2016 our total membership stands at 8,474. Numerous ideas have been tried over the years to increase membership but none with much success. I believe if we can get the branches to welcome new members, who have new ideas and enthusiasm, and change the perception that the branch is run by a few, then I think we will be successful. The branches must portray a better image to gain new members.

The finances of New Brunswick Command have greatly improved over the past year. There have been many changes made on how we deliver our programs, operate our committees and how the office functions. We have gone from five employees down to four in the Command office. These changes could not have been done without everyone's help. I thank Cindy Saunders, our Provincial Secretary, and her office staff for all they done to make this possible. We now can see that we will have a balanced budget by mid-2016.

The poppy campaign was very successful with most branches revenue being equal to, or higher than, previous years.

The Military Service Recognition booklet continues to raise approximately \$100,000 yearly. These funds are used to operate the Track and Field program, our Youth Leadership Camp and offer assistance to deserving veterans.

The Leave the Streets Behind program has been moving forward with a number of veterans being assisted in various ways. This program is funded through our poppy fund.

Over the past year we have been fortunate not to have had to deal with many complaints. When we do we find these very time consuming and costly to handle. Perhaps there could be something put in place to make this process easier for all.

Although we are still working on leadership and development we are hopeful that Dominion Command will soon have their program on line.

Harold Harper
Provincial President

**REPORT OF NS/NU COMMAND
TO THE DOMINION EXECUTIVE COUNCIL
16-17 APRIL 2016**

NS/NU Command has undergone many changes, and overcome a few major challenges during the past year, in order to set our Command on the right path to achieve our financial and program goals.

Membership

Our membership figures were reported at 24057 in 2013, and 22802 in 2014 – a 5.2% decrease; it was 21963 as of Dec 31 2015 – only a 3.7% decrease, which is well below the national average of -4.5%. It is a known fact that our overall membership is declining from coast to coast and NS/NU Command is committed to working with Dominion Command in reducing these losses.

We currently have 104 active branches, but unfortunately, I must admit that more than a few of these are struggling with either membership, financial or administrative challenges. Many of these “administrative” challenges, simply put, are the direct result of a lack of leadership! A great majority of our senior members are unfortunately burnt out after many years of continuous service, and are being replaced by inexperienced members who are being thrust too quickly into positions of responsibility at ALL levels before they are ready, and, before our greatly stretched Leadership & Development Committee can provide the training that is so desperately required.

Comrades, I am aware that this lack of leadership is not unique to my Command; it is also a challenge in other Commands as well. Membership numbers are obviously very important, and a lack of numbers will always be a detriment to our organization, so we must continue to address the membership problem aggressively as we are now. However, a greater membership base does not guarantee that we will have the leadership required for our future membership. Leadership & Development must move forward in tandem with, and at speed with, membership initiatives – at present they are not!

Finances

As a result of a comprehensive top to bottom financial re-structure over the past 3 ½ years in the way our Command approaches our expenditures, our reporting and our programs, we have managed to report a healthy surplus in both 2014 and 2015, as well as presenting a surplus budget for 2016. Reporting these facts to this Council is, as you can see, done quite easily and quickly, but the actual process of achieving our Command’s new balanced financial situation was the result of many hours of hard work by a determined and dedicated staff and a committed and responsible Executive Council.

Sports

NS/NU Command branches continue to be very active in all sports - including curling and 8 ball pool. Our branches are in agreement that these last 2 sports, for which the future at the national level will be determined during our upcoming convention in St. John's, will continue to be a part of the fabric of Legion comradeship within NS/NU Command.

Youth

Our Youth Leadership Training Camp is in its 53rd year of developing young men and women as community leaders. Every summer 60+ high school students attend this 10 day camp and are encouraged, through a unique series of courses, to develop leadership and communication skills that will enhance their schools, personal and family relationships and their communities. All expenses relating to this program are covered by NS/NU Command. Many prominent leaders within the province of Nova Scotia including our Premier, Stephen McNeil, are graduates of our Youth Leadership Camp.

2015 was a turbulent year for our NS/NU Track & Field program. A full complement of athletes attended the Legion Nationals in St. Therese Que. last August; however, our relationship with long time partner, Athletics Nova Scotia (ANS) underwent setbacks related to personality conflicts between a few members of the Legion and ANS. I am happy to report that as a result of recent productive meetings with ANS we are well on our way to overcoming these challenges and ultimately will be sending a strong, unified NS/NU Legion team to Quebec this coming August.

Veteran Service Recognition Book (VSRB)

When our 2016 edition is distributed this November, it will be our Command's 12th book in this series and 13th book overall in partnership with Fenety Marketing. Simply put, our Command would be hard pressed to maintain our present program base without the revenue we receive from this project. Our relationship with Fenety remains strong and through continued additions to the contents and presentation of our books, it should remain as a viable ways and means project for our Command for years to come.

Veterans Outreach Program (VOP)

Since the establishment of our VOP in 2011, NS/NU Command has expended approximately \$475,000 through both the VOP and Command Benevolent Fund assisting approximately 293 Veterans and their families. The risk of homelessness rather than homelessness continues to be more predominant within NS/NU Command. The majority of this risk is directly related to Veterans experiencing longer waits than expected in receiving awards or first pension payments and is overwhelmingly presented on an emergency basis. Most in this category are 3B medical releases and most often include Veterans with young children. Clients either present directly to Command or a local Branch or through our partner organizations, Porchlight, UN/NATO Veterans Association, Commissionaires, OSISS, MFRC, RUSI, VAC and V.E.T.S. Canada.

Dr. John Whelan, a local Halifax psychologist and Director of Assessment-Treatment for Whelan Psychology Services continues to deliver his Trauma Relapse Prevention Program twice a month at Command offices.

These group meetings are follow up meetings for participants of Dr. Whelan's clinical therapy sessions, and those Veterans attending have come to accept the Legion as a safe haven - a place where they can relax and heal with the help of their peers and their Comrades. Plans to expand this program to be offered at other strategic locations within NS are in development.

Porch Light are a group of Veterans who for the past 2 ½ years have met and worked out of our Command offices. They are themselves Veterans living with mental health injuries including PTSD, whose goals are to support and assist other Veterans who are in varying stages of transition and recovery, or are simply searching for resources. They are also Legion members with a dream to create a new type of Legion branch in N.S., a branch with the mandate of assisting Veterans and their families who are in transition, or in need. Their vision includes a Legion branch free of alcohol and gambling, a safe haven where Veterans and their families can find relevant mutual support and comradeship. It is our hope that in the near future Porch Light will be able to make application for a charter for this new branch within The R.C.L.

Paws Fur Thought is a partner organization whose goal is to pair Veterans who meet the requirements with service dogs, specially trained in supporting handlers diagnosed with post traumatic stress disorder. To date we have sponsored 50 working teams (handler & dog) with 25 or so more in various stages of training. Comrades, we are nearly 2 years removed from our last Dominion Convention and the acceptance of a resolution allowing the use of Poppy Funds towards service dogs for Veterans. Although the working group to study and establish standards is in place there are still no national service dog standards in Canada, and may not be for another 2-3 years. Our Veterans across Canada are in holding mode regarding the Legion's action on this service dog issue, and in Nova Scotia we will not ask them to wait for a service that we have the ability to provide now. As a result, the Paws Fur Thought program, in association with NS/NU Command, has adopted and implemented the standards and testing as laid out in the B.C. provincial regulations whereby all PTSD service dogs will be trained and accredited in accordance with standards of Assistance Dogs International, in place since 1987 and the International Guide Dog Federation, in place since 1989.

In general terms our Veterans Outreach takes many forms.

Within NS/NU Command Second Career Assistance seminars are dealt with through Membership and PR Committees with a Branch Service Officer present on the final day of the seminar when the seminar relates solely to medical releases. NS/NU Command has a booth at all SCAN seminars and makes presentations as part of the agenda. We are onsite once monthly at the IPSC and meet regularly with MFRC Outreach, (including the MFRC/IPSC Flo Social Worker located at the IPSC,) OSISS,(both the peer and the family peer support co-ordinators) Porchlight, UN NATO Veterans Association,

Commissionaires Outreach Committee, RUSI, Director and various departments within IPSC, Veteran health practitioners, JPSU Return to Work Co-ordinators, and RCMP Veterans Association representatives.

We also meet quarterly with VAC District Office Management team.

NS/NU Commands' Veterans Services and Seniors Committee Chairman meets monthly with an arms length advisory Committee of the government of NS in place to specifically advise on issues related to seniors, and NS/NU Command frequently is called upon to address the NS Standing Committee on Veterans Affairs.

NS/NU Command now has a part-time Service Officer who, along with our full time Service Officer are dealing with a case load of approximately 300 open files with VAC.

Branches

Amidst all the challenges our branches face these days there is always some good news to be found – in N.S. it's called "Chase the Ace". This is a unique fund raising opportunity for our branches which is enjoying great success across our Command. Many of the branches who host the game have realized profits ranging from approximately \$5000 or less to as much as \$50,000. One branch however, Capt. Angus MacDonald Br. #132 in Inverness, has hit the jackpot. Over a 47 week period from late Oct. 2014 to Oct. 2015 their game grossed \$5,897,560!! This realized the branch and their charity partner each a profit of \$1,270,790. But the branch and the charity were not the only winners.

During the final draw a jackpot of \$1,771,259 was awarded to one lucky winner along with 2 - \$25,000 consolation prizes. Many hundreds of thousands of dollars were also awarded as prizes during the 47 week period, and through the generosity of Inverness branch, \$250,000 has been granted to 15 local businesses and organizations and another \$200,000 to two external venues in the town who assisted with the draw each week. Upwards of 20,000 visitors per week spent un-calculable amounts of money throughout the community in the local businesses, motels and restaurants – everyone has benefited. At the time of writing this report another branch, Ashby Br # 138 in Sydney, is also enjoying huge success with their game, with the jackpot sitting at an estimated \$1.1 million for their March 12th draw.

In closing Comrades, NS/NU Command and its membership is very active and remains dedicated and working hard to increase the relevancy of The R.C.L. among the Veterans of Nova Scotia.

Respectfully Submitted,
Steve Wessel, President.

PEI & Isle de Madeleine, DEC Report

During these months we have been busy with arranging workshops for the deferent chairs and attending Zone meetings and Annual meetings.

We have begun fund raisers thanks to West Jet for supplying us with 2 air fare tickets for anywhere they fly. During our Lat Convention we increased our Per Capita tax by \$2.00, this went over without question. We also receive great support from Fenety Marketing from the Veterans booklet. The majority of our Branches are surviving. Many Legions that have been participating in chase the ace and have raised a great amount of funds for the respective Branch and have now begun to present differ charity groups with in their respective areas with some financial assistance.

In February the Tignish Branch were so pleased with their fundraising that they were able to give back to the local community some 80 thousand dollars. Thus leaving a float to assist any charitable group if the need should arise. One such donation was to the Last Post fund in which they donated a rather substantial amount which will go to assist in assisting Veterans to their final resting place. The Tignish Branch after the end of the fiscal year went from a minimal balance to just over 1 million dollars.

We received a total of only 4 resolutions for the Dominion Convention of 2016, only one was forwarded for consideration.

Command chairs are organizing workshops for all Branches an example is the Command Membership Chair has organized a workshop to advise all Branches of the changes and those that are upcoming. They want to stress the fact about getting memberships dues to command within a specific time frame.

I want to bring to your attention DND is doing away with the (NDI75) Record of Service card; however, Veterans should request that the Document (DND 2279 or the CF707 or CF 54) be provided to all Retiring and Transitioning members of the CF as they finalize their administrative requirements prior to release. URS should provide the DND 2279 and the CF 707.

It has come to my attention that some members are being rejected free baggage when checking in with Air Canada using the CF one card. One individual even provided a passport with picture ID and still was rejected. Thanks to Dominion Command this was researched and corrected.

One Branch that was under the control of Command Trustees has now been turned back to the Branch, trusting that all problems are corrected. This however will likely be a wait and see program.

On the 29 December 2015 we submitted a letter, as directed by our full council meeting in Dec. 2016, I want to thank President Comrade Tom for his quick response since hearing about this.

In the fall of 2015 we hired a new Service Officer, which has been rather busy since she commenced where she has been traveling both to other Branches and Veterans homes to assist clients in either claims, benefits or to assist with VAC procedures. We are anticipating that with the reopening of VAC District Office some of her workload will be reduced as she is putting in more hours than what she is paid for.

On the 30 March the LGOV of PEI along with Command paid tribute to those Veterans that served in the liberation of France and landed on the Beaches of Normandy. This award was received by living veterans and is called the National **Order of the Legion of Honour**: *Ordre national de la Légion d'honneur*), over 1000 Canadians have received this Honour.

During this last year we at PEIO & Madeleine Command have noticed and increase in members call or contacting Dominion Command without prior approval or notification to Branch of local Command. This is in contradiction to Dominion By-Law 110. We would appreciate if this practice by members of Branches would cease or that Dominion Command would refer all these situations back to either the Command or to at least go through local Branch to respectful Command prior to Dominion Command.

On some good news we at PEI & Madeleine's Command have returned Branch number 1 back to its members. Which they have since held elections and put in place new officers and an Executive.

If possible we would like at this Dominion Convention in June that our allotted name as for our command read as it is "PEI & ISLE de MADELEINE or PEI & Madeleine Command"

Our Command has been working closely with our OSI representative who I must add is funded by DND. This person is quite busy on the Island and has 2 -3 group meeting weekly in different location on the Island. Her group has approximate 18-22 members I each group with a good portion of them being Legion members. These clients look forward to their weekly sessions. Our OSI person is a retired member of the CF and she understands and knows how to utilize both the Military and VAC network of communications.

During the week end of 23 &24 April 2016 the National Cribbage will take place in Charlottetown.

I so move this report.

John Yeo

PEI & Madeleine Command

The Royal Canadian Legion

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General

Newfoundland and Labrador Command has had a very busy 2015 dealing with several Branches regarding Financial and Administrative problems. At the moment we are on top of all these issues and have no major concerns. The Command Office staff has once again been restructured and has made the operations of the office and our entire Command more efficient. With the frequent changing of staff over the past few years, we are now able to comfortably say that the two dedicated staff are running the office have proven to be very effective in maintaining the continuity of Command operations. These two staff members have also split the duties of the Service Officer to ensure that our Veterans and will continue to be assisted as necessary. We have also conducted some badly needed file maintenance and renovations to the office, making it a much more organized environment to work in.

Branches

We have 45 Branches in our Command and approximately 4,000 members. A few of the Branches run into trouble from time to time and we do the best we can to guide and advise them along the way. Branch 61 in Milltown, NL had to close during the past year, primarily due to lack of membership and funds. Members from that Branch transferred to Branch 53 located nearby in Bay D'Espoir, NL.

Provincial Convention

The 2015 Provincial Convention went extremely well. It was held in August at Br. #01, St. John's. The new Executive of Newfoundland and Labrador Command who were elected at the Convention are as follows:

President – Frank Sullivan
1st Vice-President – Berkley Lawrence
2nd Vice-President – David Johnston
Treasurer – Ian Walsh
Past President - Ross Petten
Provincial Chair – Joe Kennedy
District #1 Commander – Tom Grimes
District #2 Commander – Robert Mugford
District #3 Commander – Stephen Hanham
District #4 Commander – Silas Thompson
District #5 Commander – Nathan Lehr
District #6 Commander – Ron Earl

The next provincial Convention is scheduled to be held at Branch 35 in Stephenville, NL during the summer of 2017.

We continue to plan and prepare for the upcoming Dominion Convention in June 2016 being held in St. John's. It is shaping up to be an excellent Convention and we are looking forward to hosting all those who are attending.

Membership

Like many other Provinces across Canada, NL Command continues to seek ways to improve membership. In accordance with dominion statistical report, this Command only had 2/45 Branches below the 85% renewal rate.

All Branches within this Command are striving to increase their membership numbers by trying to recruit while strongly encouraging present members to renew. We will continue to move forward and try to find better ways to improve our membership by targeting experienced active and retired military personnel and others regardless of background, age or profession.

VSS (Support to Veterans)

The main issue with the VSS is that the eligibility requirements for admittance to Pavilions across Canada need to be changed "IMMEDIATELY" to reflect that "Veterans" no matter where or when they served their Country are "Eligible".

A Legion Action Committee is operating effectively at two of the three DVA contracted facilities within the province, St John's and Botwood. The Legion Action Committee in Corner Brook has recently been established and progressing very well. The well-being of Veterans is of the utmost importance. A very competent and caring staff ensures all requirements are met for each Veteran.

The Premier and Lt. Governor took the time out of their busy schedules to personally visit Veterans at the Pavilion over the holiday season.

All Branches are encouraged to continue utilizing the "Visitation Program" to Veterans/Senior facilities.

Legions in Grand Falls and Botwood visited the Botwood Pavilion while the Legion in Corner Brook visited the Corner Brook Pavilion over the holiday season. This initiative was well received by all Pavilion Veterans/Seniors.

Provincial Command Service Officer

Data for 2015:

1. First Applications completed categorized by:
 - Still serving (1)
 - Retired (16)
 - RCMP (4)
2. Departmental Reviews (3)
3. VRAB Reviews (2)
4. VRAB Appeals and RFRs (Dominion Command) (2)
5. Number of Veterans counselled out/claims withdrawn (1)
6. Information and SCAN Seminars conducted (0)
7. Field visits to Branches (number of branches) (0)
8. VIP Applications submitted or WI for VIP (7)
9. Poppy Trust Fund Assistance provided in 2015 (31)

Branch Service Officer training was held at Branch 12 in Grand Falls – Winsor on 6 June 2015. There were 30 of 46 Branches from across the Province represented at this training.

The Eastern Region Service Officer Professional Development was hosted by Newfoundland and Labrador Command and held at Branch 56 in Pleasantville on 15/16 September 2015. Service Officers from NB, NS, NL and Dominion Command attended.

2015 Provincial Command Pilgrimage to Europe - Ross Petten

The July 2015 Pilgrimage / Trail of the Caribou was yet another very successful one. In speaking to the participants of the Pilgrimage many called it “a trip of a lifetime”, “an emotional rollercoaster”, “a great experience”, “a very enjoyable trip” and “an amazing trip to have been on” were but a few of the comments. The Tour got off to a difficult / rocky start with a ferry worker strike in France leading to some unnecessarily ‘difficult’ and ‘tiring’ times and lead us to return home by alternate route – through Holland. However, above all though, each and every person were moved, humbled and extremely honoured to participate.

Sunday June 28, 2015

All involved met at Canadian Forces Station St. John’s on the day of our departure. The afternoon consisted of speeches, outlines and books being given out. The group went over rules and regulations and introductions. Chaperones were given an outline of their duties and met the students for whom they would be responsible. Everyone received some required items for travelling such as backpacks, 2 Legion golf shirts and Legion baggage ID tags. Prior to heading to the airport, as a group, the participants enjoyed pizza and pop with both 1st Vice Frank Sullivan and 2nd Vice Berkley Lawrence joining the group.

At the airport Minister Darin King, RNC Deputy Chief Abe Singleton, WO Jim Prowse of the RNR and Peter Morris of the Premier's Communications staff joined us.

Monday June 29, 2015

We arrived in London on time, retrieved our luggage and proceeded to meet our EF Tour Director Dave. On our way out of London we visited Brookwood Military Cemetery which is by far the largest CWGC cemetery in the United Kingdom with almost 6,000 servicemen and women buried there. We then attempted to take the ferry from Dover to Calais to continue on to the Arras area of France where we were to spend our first night. However, upon boarding the ferry we were notified of a strike in Calais which forced the group through various means of transportation to back track and spend the night in Minister, England.

Tuesday June 30, 2015

After an early start we attempted to get to France once again. After a series of twists and turns we finally arrived there through Dunkirk. However, after all the delays over the past two days we unfortunately had to cancel our own Memorial Service at Beaumont-Hamel which was scheduled for this day.

Wednesday July 1, 2015

We started this very special day in the history of Newfoundland with an early start and trip to Beaumont-Hamel – here privately, we toured the site to see exactly where 99 years ago to the minute the RNR 'went over the top'. All groups and individuals were extremely moved by both the timing and visit to this former battlefield. This was followed with a tour of the WWI battlefields near the town of Auchonvillers in the midst of vast poppy fields. During our buffet lunch the group was treated to a practice of the pipers who were going to play that afternoon at the ceremony at Beaumont Hamel. Prior to the ceremony (another was held after the service) we were invited to a reception hosted by Arlene King (administrator of Beaumont Hamel) and then we proceeded to the monument for the service. Minister King spoke, I performed the Act of Remembrance and one of our students laid a wreath as did I and Minister King. Despite the extreme heat, the afternoon was certainly a major highlight of our trip!

Thursday July 2, 2015

On this day we visited the Vimy Ridge Monument and did a tour of the battlegrounds, trenches and tunnels. Next up we visited the Monchy le Preux Caribou Monument. The road was closed off and once again a very moving ceremony was held honouring the brave actions of the Newfoundlanders who fought there in World War 1.

Friday July 3, 2015

On our way to Ypres / Iper, Belgium we stopped at the Caribou Memorial in the town of Masnieres to hold our next ceremony. There were members of the community there to

greet us when we arrived including the Mayor who spoke from the heart on how thankful the people of her town were for the sacrifices of the Newfoundlanders who fought and died there. The mayor also laid a wreath during the service and asked that Chaperone and Mayor of the Town of Bay Roberts along with Minister King accompany her as she did so – a very moving moment. The community then hosted a reception for the group which was very, very nice. We then proceeded to the Caribou monument in Gueudecourt where once again an appropriate memorial service was held. Once again, the Mayor and a number of residents joined us for the service. We arrived in Ypres in the early afternoon and many went on a walking tour of Ypres while some went shopping and to the cafés. We then participated in another major highlight of the Tour - the Last Post Ceremony at Menin Gate which takes place every night at 8 pm. Wreaths were laid by myself, Veteran Marina Halleran, Minister King, the Deputy Chief, WO Prowse a young student from Labrador Marisa Burden, I then performed the Act of Remembrance while WO Prowse played the Reveille with the buglers. We found this very inspirational in that fallen soldiers are remembered daily for their sacrifice.

Saturday July 4, 2015

We visited the only Caribou monument found in Belgium, at Kortrijk, and had our usual service there. A few locals were there to partake in the ceremony as well the Mayor who once again spoke of the sacrifices of Newfoundlanders in World War I. His kind words meant a lot to all of us. Next we visited d'Hont Farm where a local farmer has set up a memorial to Tommy Ricketts. A bronze bust was put here last year and with his family, another very moving memorial service was held. Following this, we visited Langemark German Cemetery, which was very thought provoking and a big part of the learning experience. There are over 44,000 in the cemetery and at least 24,000 are unidentified. In the nature of friendship and peace (similar to the Christmas truce of 1914) and to recognize now that our former foes are now our allies in NATO, a brief service was held here. It is also interesting to note that members of the German Military participated on July 1st at the Beaumont Hamel Service – even laying a wreath to the fallen. We then left for a longer overnight ferry ride to England through Holland. This was done to try and avoid what happened when we began our Tour and we were delayed getting to France. It worked and we arrived in England early Sunday morning.

Sunday July 5, 2015

On this day we went to Covent Garden, a tourist/shopping area where we split up into small groups for a few free hours to tour some historic sites/places/monuments in London. We met for supper and got to our hotel after a long and exhausting day and tour.

Monday July 6, 2015

Our last day had an early rise and a quick ride to the airport where we faced line ups to check in our baggage. At 3:00 PM NF time we arrived home tired, but safely.

In conclusion, there was a full service at each of the monuments and partial services at most cemeteries that we visited. All Legion members, veterans and students took part by a reading, a prayer and singing the Ode, O Canada and the Royal Anthem. Our bugler played the last post at each venue and is to be commended for doing so. All tour members had the opportunity to be involved in some way - which made it very special and meaningful to all.

Poppy and Remembrance Committee Report

The Poppy Campaign was started again this year with the presentation of the first poppy to Lieutenant Governor Frank Fagan and Her Honour Patricia Fagan at Government House. We then proceeded to Confederation Building and performed the Raise the Flag ceremony. Due to high winds this year, we had a temporary flag pole inside the lobby of the building. This worked out to be a very good thing, as it permitted everyone present to witness the flag raising. After the ceremony concluded the cadets took the flag outside and raised it up the outdoor flag pole.

Poster and Literary Contest

We met in January to screen all the poster and literary contest submissions. The entries were then passed to the applicable judges for judging. The first place entries were forwarded to Dominion Command for further judging. There were very little problems with the contest this year. The number of rejected entries was very low and this made the members of the committee very pleased.

2016 Beaumont Hamel Pilgrimage

We have identified the winning students from the contest that will be offered to participate in this year's Pilgrimage and hopefully we will have a positive response from all. There were two students that were either first or second place winners, but as they had already attended the pilgrimage they were sent letters stating that they would not be selected again. There was a third place winner that would have been selected as a replacement, but again she had already gone on the pilgrimage, so she was not selected.

We are hoping that by the time of the SEC meetings we will have all the names of the participants for this year's pilgrimage. The selection committee met on 3rd March.

Remembrance Parade

We have ordered two large Forget-me-not Wreaths to be used for the 1 July 2016 parades in St. John's and at Beaumont Hamel. We are also working with Veterans Affairs Canada to have something special done to connect the TV broadcast from St. John's line to the broadcast from Beaumont Hamel. We will be working with other organizations within the city for this year's 1 July parade, as Princess Anne will be present and this will cause some extra planning.

Military History Challenge

Again this year the contest was success. We only had three schools this year. Crescent Collegiate from Blaketown did not send a team and we have discussed this with the principal at the school and they have ensured us that they will have a team next year. This was a great surprise to us, as this school has been a success story in the contest, going from last the first year to winning the contest twice. The other three schools are very enthusiastic about the program. The student selected from the contest to attend the pilgrimage came from the second place team, this was a first. The winning team already had one student who will be going on this year's pilgrimage for coming first in the senior colour poster category and another student who attended the pilgrimage last year as the student from the history challenge contest. This year we had 12 legionnaires assist with the running of the contest and many parents and teachers attended to watch the contest.

Education Committee

The Education Committee has two main areas of responsibilities; which are:

- a. Review all applications for the Provincial Bursaries (4) and to select the recipients in each category; and
- b. Supervise and conduct the annual Military History Challenge.

Bursary sub-committee. On this sub-committee all applicants were reviewed and then the winning students were selected for each category. Newfoundland and Labrador Provincial Command gives 1 bursary of \$1000 to first year students and 1 bursary of \$1000 to second and subsequent year students. The criteria for each bursary is basically the same, the student must be the son/daughter, grandson/granddaughter or great grandson/great granddaughter of a **veteran**. They must be enrolled in a university or college program and they must provide their last year's marks, letter of acceptance in a program and financial status.

The Bursary winners for 2015 are:

Provincial Bursary First year student - \$1000.00:

Brandon Fitzpatrick, Branch 32

Provincial Bursary Second year student - \$1000.00:

Michelle J. Ploughman, Branch 32

Military History Challenge sub-committee. In this second area of responsibility the role of the Chairman of the Education Committee is to ensure the program continues. To accomplish this there were meetings conducted throughout the year (or use email correspondence) to ensure all areas are covered to conduct the challenge. A committee

of 8-9 Legionnaires get together each year to plan and conduct the challenge. During the actual day of the challenge, we have one legionnaire as the narrator, two legionnaires as score keepers, two legionnaires as timekeepers and two legionnaires as judges and one legionnaire (District Commander) as the co-ordinator and schedule keeper. We present 1st place gold medals, 2nd place silver medals, 3rd place bronze medals and 4th place pins to each student, plus a keeper plaque to the winning school and certificates to each student. I would like to acknowledge that Eastlink TV has been recording the program for us and they show the program during 1 July and repeat broadcast it during Remembrance Week. They also produce a DVD copy for me of each year's competition. Subway Restaurant Foods Limited in Bay Roberts has been with us as the main food sponsor and each year they provide sandwiches and cookies for the day of the competition.

Remembrance Day

The bright, beautiful day this year brought thousands out across the province to honour our fallen. Every branch we have spoken to reports an increase in the number attending memorials and cenotaphs all across Newfoundland and Labrador. As always, Provincial Command coordinated events in St John's at the Newfoundland and Labrador Field of Honour, the Sergeants' Memorial, the Peacekeepers Memorial and the Newfoundland and Labrador National War Memorial.

Remembrance Activities Master Schedule

There were a wide variety of Remembrance events around the province in the two week period leading up to November 11th. They included but were not limited to Fly the Flag of Remembrance Ceremony at the provinces capital, school visitations and Remembrance Day services all over the province.

Lest We Forget - Military Service Recognition Book

We have published Volume 15 in our series of Military Service Recognition books. This project was once again successful from both a financial and community perspective. Just this past fall we met with the marketing company who publishes the books and did some brainstorming on what other items could be put in future volumes. There are several old pictures about with unidentified veterans on them. We have asked the publisher to insert pictures with the hopes that some of them may be identified.

Website / Email Management

Our old website was taken down as it required a major update. We are no longer working with JAC, webmaster/website designer. Comrade Frank Gogos has designed a web-site for Provincial Command which is up and running. It has proven to be a very effective, user friendly site for our Branches and general public.

Conclusion – President NL Command

I feel good about The Royal Canadian Legion NL Command, which is a professional team made up of our PEC, Provincial Chairs, Command Staff, and the 45 Branches throughout Newfoundland and Labrador. These are changing times and I feel confident with the people and support around me in Newfoundland and Labrador Command, we will adapt and move forward to ensure all "Veterans" get the support/help they need.

Frank Sullivan
President
Royal Canadian Legion
Newfoundland and Labrador Command

Western Zone. Year End Report 2015

We have again accomplished another productive year with regular Zone and Executive Committee Meetings in February, May and August.

Three of our community involved projects went well, we hold our Annual Pre-Memorial Day Service at our Cenotaph in Inglewood Memorial Park, on Memorial Day we combine with The Allied Veterans Council for the Annual Memorial Day Ceremonies at Live Oak Memorial Park, Monrovia and in November we hold our Annual Armistice/Remembrance Day - Veterans Day Evensong Service at Holy Trinity Episcopal Church in Covina, this service is held on the nearest Sunday to 11 November, the proceeds from the collection plate being donated to The Royal Canadian Legion Poppy Fund, The Royal British Legion Poppy Fund and the local Habitat for Humanity building project, veterans division.

We had a very successful Western Zone Convention in late September held at The Pala Casino Resort and Spa in N. San Diego County, a full slate of Officers and EC were elected. Charitable donations made included Casa Colina veterans rehab, Children's Hospital, The USO, and our two NJROTC Units who assist us at our ceremonies. Individual branches made donations to local High School Scholarships and we sent a donation to The RCA Fund for the statue of John McCrae. One of our Branch 22 Members Brian Prewitt established The RCL So. Cal. Riders, they collected toys for donation to one of the local Christmas toy donation drives.

Working with VAC and LPF, we have made significant progress in our long term major project to identify and install grave markers on each grave without a marker of all Canadian veterans that are buried in our plots at Inglewood Park Cemetery, to date we have installed fifty new grave markers and we hope to have the rest installed by May or at the latest November, my Zone Secretary Douglas Lock has been of great assistance to me in this very important project.

We still struggle with the membership issue but we are always on the look out for new members, our Branch 182 down in Chapala, Mexico have done very well in this area.

I conclude this report with my thanks for your previous communications with John Duncan and a request to have a personal chat with you some time about our previous requests to have our Flags on display in convention hall along with all the other Flags that are Pre-Posted.

We now acknowledge that we are an International Organization and we for sure do all the same things and activities as all other Legion Branches, we wear the same Uniform, pay the same PCT and we abide by the same By-Laws. I believe it is time and DEC can institute a directive to authorize the Pre-Posting and appropriate placement of our Flags in convention hall so they are on display during convention for all to see and recognize, so many of us served with the troops and in countries that we have International Branches, I believe it is time that our great organization can proudly recognize and be proud to display our national Flags.

Sincerely Yours,

Robert B. Edmonds, Commander, International Western Zone, USA

**DOMINION EXECUTIVE COUNCIL ITEM 14
 16 -17 APRIL 2016**

14. CHARTERS ISSUED AND CANCELLED

The tables below represent the number of branches and Ladies' Auxiliaries which surrendered their charter in 2015.

The Royal Canadian Legion Cancelled Charters 2015						
Command	Closed Branch	Destination Branch	Date of Cancellation	Members Last Paid 2013	Last paid 2014	Surrendered or Revoked
BC/Yukon	-	-	-			-
ALTA-NWT	257	02-000	17 Apr 2015			S
Saskatchewan	255	03-000	4 Dec. 2015			S
	301	03-000	20 Aug. 2015			S
	333	03-000	3 Feb. 2015			S
Manitoba & NWO	236	04-000	24 Nov. 2015			S
Ontario	224	05-000	5 Jun. 2015			S
Quebec	006	06-000	13 Jul. 2015			S
	038	06-099	9 Nov. 2015			S
	141	06-000	6 Jul. 2015			S
	264	06-000	7 Oct. 2015			S
New Brunswick	002	07-000	29 Jan. 2015			S
NS/NU	057	08-000	17 Apr. 2015			S
	063	08-000	18 Jun. 2015			S
	087	08-000	5 Mar. 2015			S

For comparison to 2014:

Year	Surrendered	Revoked	New	Total
2014	12	0	1	
2015	14	0	0	

The Royal Canadian Legion Amalgamated Charters 2015						
Command	Amalgamated Branches		Date of Amalgamation			
ONT	28/628		29 Jan. 2015			

Ladies' Auxiliary Cancelled Charters 2015						
Command	Closed Branch	Destination Branch	Date of Cancellation	Members Last Paid 2013	Last paid 2014	Surrendered or Revoked
BC/Yukon	-		-			
ALTA-NWT	149		4 Sep. 2015			S
	150		5 Nov. 2015			
MAN&NWO	236		24 Nov. 2015			S
ONT	212		26 Jun. 2015			S
	619		28 Sep. 2015			S
PEI	019		16 Jun. 2015			S

**DOMINION EXECUTIVE COUNCIL ITEM 15
 16 -17 APRIL 2016**

15. DOMINION COMMAND BRANCHES

a. Dominion Ottawa Branch 13-013

The following is the membership status of the Dominion Command Branch, 13-013, as of 31 December 2015:

Category	Total 2014	Total 2015
Life	11	3
Ordinary	716	744
Associate	334	364
Affiliate Voting	272	346
Affiliate Non-voting	11	15
Meritorious Life	0	0
Total	1344	1472

The 9.5% increase in members includes 547 new/reinstated members who have joined on line as of January 01, 2015. DEC set the price of membership in 13-013 as \$50.00. However, from a marketing perspective it is felt that a more friendly/attractive cost would be \$49.99.

RECOMMENDATION: It is therefore recommended that DEC approve a membership fee of \$49.99 for Branch 13-013.

b. Retired Military Member – One year Free Membership 16-015

	2015	2014	2013	2012	2011
Total	408	315	459	1105	701
New Members	317	133	265		
Lapsed			2	775	
Transferred				135	
Possible Renewals				196	

The outreach to all these members continues to emphasize the benefits of belonging to the Legion and ability to join branches in their local communities. In addition, all

members received two email reminders and one direct mail piece to renew before expiry and will also be receiving a final renewal reminder commencing April 2016.

**DOMINION EXECUTIVE COUNCIL ITEM 16
16 -17 APRIL 2016**

16. REQUESTS FOR SUPPORT

- a. Dominion of Canada Rifle Association. Infrequently the Dominion of Canada Rifle Association requests a donation to support the shooting program for Cadets. In past years the Legion has fully supported this program through DCRA. The DCRA letter of request is attached. This request is in the amount of \$ 8000.00 that will be used over a four year period. The letter from DCRA is attached.

RECOMMENDATION. It is recommended that DEC approve support to the DCRA in the amount of \$8000.00 from the Request for Support budget.

- b. Last Post Fund. The Last Post Fund continues to solicit funds from the Legion to support their program which is government funded. In the past, DEC has authorized the Fund to send letters to branches directly or through all-branch distributions. The letter has always had the caution that Poppy Funds were not to be used to support their activities. The Last Post Fund is also eagerly awaiting the rewrite of the Poppy Fund's Do's and Do Not' s to see if and where Poppy Funds may be authorized for use. A sample letter is attached but this letter does not have any reference to the use of Poppy Funds. The Last Post Fund continues to support our Veterans but in all likelihood Poppy Funds will never be used to support funerals, grave markers or the maintenance of facilities and infrastructure.

RECOMMENDATION. It is recommended that DEC authorize The Last Post fund to continue the solicitation of our branches with the clear understanding that Poppy Funds are not to be used. Should the criteria for Poppy Funds be amended and changed to permit their use, then this information would be disseminated accordingly.

- c. Military Police National Motorcycle Relay. The Legion has been approached for sponsorship in the 8th Annual Military Police National Motorcycle Rally. The rally will start in Victoria BC on 31 July and end in Gander NL on 21 August. The route will take the rally through all major military establishments in the country. Proceeds from the rally will be used to support the Military Police Blind Children's Fund. (See the letter attached) There are various levels of sponsorship and the marketing section has reviewed the proposal. A national level sponsorship results in Canada wide support with our logo displayed prominently.

RECOMMENDATION. It is recommended that DEC approve national level sponsorship in the MP National Motorcycle Relay with a donation of \$5000.00 from the Request for Support budget.

- d. The World Remembers Project. Prominent Canadian actor and author, Mr. RH Thompson is producing the "World Remembers Project" to display names of those who fought and died in WWI in various venues throughout the world as part of the Centenary Commemorations. Names from both sides of the conflict will be projected. The Legion earlier endorsed the project but decided not to further pursue it as some might not appreciate Axis combattants names being projected. In reviewing the overall project those names of soldiers being displayed prominently will be those of the country in which the soldiers come from. Canadian names will receive prominence in Canada and will be displayed longer and in larger font. LGen (Ret'd) Richard Rohmer, a long time Legion member, has asked the Legion to reconsider endorsing the project and his letter is attached. Attached as well is a letter from CEO of the Canadian Museum of History supporting the project and it has been learned that the Canadian War Museum will be allowing the project to be displayed at the Museum.

RECOMMENDATION. It is recommended that DEC approve Legion endorsement of the World Remembers Project. No financial commitments are necessary.

- e. Invictus Games 2017. The Invictus Games will be held in Toronto, ON in September 2017. These games are designed for wounded warriors and were commenced by Prince Harry in 2014. It is expected that the games will attract over 300 wounded warrior athletes from over 15 countries. Mr. Michael Burns, formerly of True Patriot Love, is heading up the organization of the games in Canada. A brochure of the event has been handed out to all members of DEC. The Legion has added its endorsement of the games but further sponsorship has been requested by the organizers. Marketing opportunities for the Legion have been defined as:

- Community engagement and membership drives during the National Torch relay and during the games
- Ticket price discount for Legion members
- Raising community awareness of the work and services that the Legion provides
- Provide volunteer opportunities for Legion members.

The Legion has been asked to become a Signature sponsor which would make us one of the official sponsors as well as giving the Legion the marketing rights of a signature sponsor. To become a Signature sponsor the following is requested;

- \$500,000 sponsorship fee

- Marketing activation in kind with
 - Support of volunteer recruitment
 - Utilizing Legion branches as volunteer training centres
 - Torch relay stops at 30 Legion branches
 - Promotional amplification to provincial commands and members.

The Games are being supported by the Government of Canada, the Canadian Armed Forces and other long time sponsors like Jaguar Motors, BellMedia, and others. It has also been suggested that in kind sponsorship would also reduce the monetary sponsorship fee.

RECOMMENDATION. Is recommended that the Legion become a signature sponsor with a maximum sponsorship fee to be determined through negotiation, but not more than \$500,000, to be taken as a special request from the Dominion Command Poppy Fund.



Dominion of Canada Rifle Association Association de Tir Dominion du Canada

ANNEX "KK" TO
DEC MINUTES
16 17 APRIL 2016

10-14
5C

RECEIVED
DOMINION COMMAND

DEC 10 2015

Connaught Ranges
Nepean, Ontario
45 Shirley Boulevard
Nepean, ON K2K 2W6

Telephone: (613) 829-8281
FAX: (613) 829-0099
E-mail: office@dcra.ca

Website : <http://www.dcra.ca>

PATRON / PRÉSIDENTE D'HONNEUR

His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D.
Governor General of Canada
Son Excellence la très honorable David Johnston, C.C., C.M.M., C.O.M., C.D.
Gouverneur général du Canada

PRESIDENT

Brigadier General (Ret'd) R.R. Romses, O.M.M., C.D.

EXECUTIVE VICE PRESIDENT

Mr. D.G.P. Vamplew, CGGM

INTERIM SECRETARY-TREASURER/MATCH DIRECTOR

Dr. James C. Thompson

Official Publication: *Canadian Marksman*

Mr. Brad White
Dominion Secretary, Royal Canadian Legion
Dominion Command
86 Aird Place
Ottawa, ON K2L 0A1

3 December 2015

Dear Brad,

In years past, the Royal Canadian Legion has been a supporter of the Dominion of Canada Rifle Association's recreational and competitive shooting activities for cadets and juniors and we are writing you today to ask once again for your assistance. The Legion's donations have been used in the past to offset cadet and junior entry fees. It will continue to be used in this way.

The Royal Canadian Legion has a long and proud history of supporting youth activities and is especially supportive of those in which Army, Sea and Air Cadets are involved. Having recognized in the past the limited financial means the DCRA finds itself in following the cessation of government grants, the Legion has augmented funding to encourage and assist Cadet Corps with participation in the DCRA's Winter Postal Program.

The history of the Legion's assistance to the DCRA with its generous donation cannot be overstated. We truly appreciate the continuing support of the Royal Canadian Legion to the Cadet movement in Canada. Cadet shooting continues to be an important part of our future and the sport of shooting in Canada. The DCRA Winter Postal Program is a great way to help cadets to attain many skills through self-improvement, self-discipline, and physical fitness. The DCRA encourages and supports activities which provide youth with a recreational activity that teaches them to focus, to set and train for goals, to be team members, to analyze and solve problems, and to develop leadership skills and traits that will serve them well in all their future endeavors.

With the Royal Canadian Legion's strong support, the DCRA is making tangible gains in involving youth in character-building endeavours. We sincerely hope that you will be able to continue with this participation and renew your generous donation of at least \$8,000.00 for four years. Our deepest thanks for your consideration of this matter.

Yours sincerely,

BGen (Ret'd) Raymond R. Romses
President, Dominion of Canada Rifle Association



LAST POST FUND
FONDS DU SOUVENIR

401 – 505 René-Lévesque Ouest
Montréal (Québec) H2Z 1Y7 Canada
T 514 866-2727 • 1 800 465-7113
F 514 866-1471
www.lastpostfund.ca

25 November 2015

ROYAL CDN LEGION, BR 009
PO BOX 28
WINDSOR NS B0N 2T0

Request for Financial Support from Royal Canadian Legion Branches

Dear Comrade,

We would like to thank the Royal Canadian Legion (RCL) Branches for their support in 2014. As another year ends, the Last Post Fund (LPF) turns to you once again in order to pursue commemorative projects throughout our Nation.

As you are well aware, the LPF is a national non-profit organization whose mission is to ensure that no Veteran is denied a dignified funeral and burial (F&B) because of insufficient funds at time of death. Our primary mandate is to deliver the F&B Program on behalf of Veterans Affairs Canada (VAC). Since its inception in 1909, the LPF has helped the families of nearly 150,000 financially challenged Veterans.

In addition to delivering the F&B Program, the LPF operates complementary programs to ensure that deceased Veterans are not forgotten. Foremost, amongst these, since 1930 the LPF owns and operates the National Field of Honour in Pointe-Claire, Quebec.

We also created the Unmarked Grave Program aimed at Veterans who have been buried for at least five years and, for whatever reason, never had their graves properly marked. Over 3,000 military gravestones have been installed since 1996 when the Program was created for a total expenditure of more than two million dollars.

.../2

Page 2

It is estimated there remain between 3,000 and 4,000 unmarked Veterans Graves across Canada. The challenge is to find these graves and on that note, we ask your Legion members to use whatever means at their disposal to identify graves in need of marking and then report the details to the LPF. Be assured, the LPF will act promptly to have a military marker installed.

The RCL and the LPF are long-time partners highly dedicated to ensuring our Veterans are commemorated with the utmost dignity and respect. However, the current state of the LPF donation account is such that we cannot maintain a meaningful level of commemoration for our Veterans.

With that important objective in mind, your branch is invited to make a donation, which will be put to good use in the marking of graves, commemorative activities, and maintenance of the National Field of Honour and other LPF fields of honour across the country.

You wish to make a donation? Please contact us at **1-800-465-7113**, correspond with us at the above address, or visit our website **www.lastpostfund.ca**, "Donate" tab. Income tax receipts are promptly issued.

Donor recognition mentions are published in our quarterly newsletter, *The Bugler*, in addition to the honour roll posted on our website. The same honour roll will be attached to our annual activity report, which you will receive, spring 2016. Find us on Facebook™ to stay connected and informed of our latest projects throughout Canada. We proudly share our thanks on social media upon reception.

In closing, please accept our heartfelt thanks and appreciation for your continued support and financial generosity.

Yours sincerely,



Major-General Edward S. Fitch, OMM, MSM, CD (Retired)
National President

Enclosure: Modern-Day Veterans



REGISTERED
DOMINION COMMAND

MAR - 8 2016

*8th Annual Military Police National Motorcycle Relay
Victoria, BC to Gander, NL
July 31 - August 21, 2016*

February 24, 2016

Royal Canadian Legion (Donation Request)

Mr Tom Eagles:

The Military Police National Motorcycle Relay (MPNMR) is the largest annual motorcycle relay in the world with our National Riders covering in excess of 10,000 kilometres during the event. The ride will start in Victoria, BC on July 31st, 2016 and end in Gander, NL on August 22nd, 2016, visiting all of the major military establishments across Canada. Over the past seven years, volunteers, supporters and motorcycle enthusiasts have raised over \$470,000 for children's charities.

This year funds will primarily support the Military Police Fund for Blind Children (MPFBC), CRA #13494-9635-RR0001. The MPFBC is operated entirely by Military Police volunteers and specializes in assisting visually impaired children and young adults up to the age of 21 in our local communities. Funding is prioritized for educational aids such as computers, software and accessories, Spinoza bears, visually stimulating books, electronics, learning aids, activity panels, guide dogs, attendance at specialized institutions (which can include tuition), and summer camps.

You are being approached for your support due to your demonstrated willingness to assist Veterans and youth in Canadian communities. Our volunteers and riders strive to make a difference however, the support and contributions of our donors are key to helping children enjoy their lives to the fullest extent possible. Hundreds of people are expected to attend events hosted by our Provincial Representative across the country and we are hopeful you would consider making an in-kind contribution in support of this cause.

We are proud to present our Sponsorship Program of Recognition where we can provide you with the acknowledgment and appreciation for your support

- National Sponsors Canada wide Support/Donations over \$5000 (Prominent displayed logo)
- Gold Level Sponsor Support/Donation over \$1000 (Large displayed logo)
- Silver Level Sponsor Support/Donation \$501 to \$1000 (Medium displayed logo)
- Bronze Level Sponsor Support/Donation up to \$500 (Small displayed logo)
- Special Partner Professional partnership
- Donor Goods and services for local fundraising event

All supporters will be credited with being part of our team on our website, www.MPNMR.ca, and Facebook page.

Your corporate logo (Bronze level and above) will be provided prominent exposure on the website, in Social Media and on the ride banner. Gold Sponsors and National Sponsors will also have their corporate logo prominently displayed on the support vehicle that will travel across Canada with the riders.

I would like to thank you in advance for taking this time to consider supporting the 8th Annual Military Police National Motorcycle Relay. Should you require further information about this adventure, please feel free to contact me, Amanda Holt, the National Sponsorship Coordinator at: NMR.Sponsorship@gmail.com or at 705-725-2110.

Amanda Holt
National Sponsorship Coordinator
Military Police National Motorcycle Relay



Rohmer d'Alsace

Honorary Advisor to the Chief of the
Defence Staff

Ministerial Advisor
Veterans Affairs Canada
for Commemorations

Lieutenant-General Richard Rohmer
OC, CMM, DFC, O.Ont., K.StJ, CD, Of.L, QC
BA, LLB, JD, LLD,
Chevalier of the Legion d'Honneur*
Barrister & Solicitor

Clovelly
32 Callary Cres.
Collingwood, ON L9Y 4Y1
CANADA
Tel: (705) 445-3006
Fax: (705) 445-0967

Vice-Admiral Larry Murray , CMM ,C D , Grand President ,

Mr.Tom Eagles ,President

Royal Canadian Legion ,

88 Aird Place ,Ottawa,ON

K2L 0A1

bwhite@legion.ca

Gentlemen ,

I have long been associated with and admire the pre-eminent Canadian actor Robert Thomson who is the producer of the international project The World Remembers .

The World Remembers will individually display the names of the 68,000 Canadians killed in World War 1 over Canada 's Centenary years as well as show the names of the dead from ten other WW 1 Nations . The Canadian names will take place of honour in the World Remembers name-displays presented in participating Canadian schools ,universities ,libraries ,churches and museums .

My request is that you meet with Robert so that he can demonstrate how the Canadian names are honoured and how the names of the dead from other nations appear in a manner that does no dishonour to Canadians . As a Canadian WW2 combat Veteran I support what The World Remembers is achieving which is to engage the young generation of Canadians in their history and to help them appreciate the sacrifices that were made by our fighting men in WW1 . Seeing names of the dead from Australia , Belgium ,France , Germany , New Zealand , Italy , Turkey and other nations does not dishonour the ultimate cost that the 68,000 Canadians paid since this is the 1914 war and not the 39-45 war.

generalrohmer@rogers.com

Chief of Reserves Canadian Forces 1978-1981
The Honorary Deputy Commissioner Ontario Provincial Police
Honorary Chief Toronto Police Service
The Honorary Vice-President, Royal Canadian Military Institute
The Honorary Chief of the Ontario Association of Paramedic Chiefs
The Honorary Chief Toronto Paramedic Services
The Patron of Toronto St. John Ambulance
The Honorary Chief Collingwood Fire Department
Chancellor Emeritus, University of Windsor

*(Honorary)

2

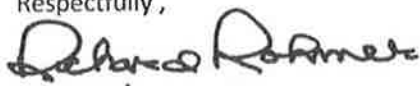
Robert has undertaken this enormous task to support the memory of Canada's fallen servicemen and women . The commemoration is having a significant impact in Canada as well as bringing the story of our nation's WW1 sacrifice to other participating nations .

I recently had the privilege of representing Canada at the Menin Gate celebration at Ypres of the 30,000th Last Post ceremony for Canada's and other World War 1 dead who died but were without burial . It was a profound event to recognize unbelievable sacrifice .

It is my request as an ancient Royal Canadian Legion member that the Legion consider endorsing The World Remembers program . If it does so it will open up additional and significant support for this powerful ,evocative and unique commemoration in Canada ,its place of origin .

Robert will be in touch with you soon . I ask that you give him a hearing .

Respectfully ,


14 Aug 15



MUSÉE
CANADIEN
DE L'HISTOIRE
CANADIAN
MUSEUM
OF HISTORY



CANADIAN
WAR
MUSEUM
MUSÉE
CANADIEN
DE LA GUERRE

March 2, 2016

Robert Thomson, CM
The World Remembers
33 Prince Arthur Avenue
Toronto, ON M5R 1B2

Dear Mr. Thomson,

I am very pleased to hear of the national and international successes achieved by *The World Remembers* in 2014 and 2015. Your organization's focus on remembrance, education and mutual understanding makes this project an important and unique commemoration that will bring together Canadians from diverse communities all across the country to respect the great sacrifice made by Canada's war dead.

I am also pleased to hear that *The World Remembers* is planning a national display in Ottawa to align with the Canada 150 programming and the 100th anniversary of the Battle of Vimy Ridge. Please keep me apprised as your meetings proceed so that we can collaborate to find opportunities for the Canadian War Museum to support this important national commemoration.

Sincerely,

Mark O'Neill

President and Chief Executive Officer



1914 — CENTENNIAL — 1918

THE WORLD REMEMBERS

YEAR IN REVIEW

A REMEMBRANCE FOR THE MILLIONS WHO LOST THEIR LIVES

The millions of names of the WWI dead are being displayed around the world in schools, libraries, universities, museums, city halls, churches and other organizations. In 2016 the names of those killed in 1916 will appear and each name will be programmed to appear at an exact minute, circling the world through participating nations.

The dead of the 1914-1918 war have been remembered collectively but forgotten personally. The World Remembers asks you to reflect on the humanity of each and everyone who gave their lives.

The World Remembers is a remarkable project. It respects and honours the loss of life of all people, no matter who they fought for or where they were born.

The World Remembers reflects the values of our country: that all people are equal, all people are welcome and all people are respected. Every person matters, every human being is worth being remembered.

On behalf of the City of Toronto, I would like to thank the supporters of the project, as well as the team that produces it each year. You are honouring the millions who gave their lives one hundred years ago in 'The Great War' and ensuring that we never forget.

Mayor John Tory, Toronto City Hall 2015

2015 REVIEW

On November 11, 2015, The World Remembers completed the second year of its five-year project of commemoration, education, and reconciliation. The 516,681 names of those killed in 1915 appeared in more than 65 locations in Canada, the United Kingdom, the United States, Switzerland and Germany.

The displays were eloquent and moving, each name standing silently for twenty-five seconds. Each was programmed to appear at an exact minute, on an exact day, allowing families to find the precise moment that a relative's name would appear. Every fifteen minutes all names faded from the display, to be replaced by WWI photos from participating nations, before the names-display resumed again for another fifteen minutes.



TORONTO CITY HALL

PARTICIPATING NATIONS

- | | |
|----------------|---------------------|
| Canada | Australia |
| Belgium | Germany |
| United Kingdom | Czech Republic |
| Italy | Slovenia |
| France | New Zealand |
| Turkey | British Indian Army |



TRINITY COLLEGE TORONTO

“Nations go to war, but it’s the individuals who fight the war, and the losses of war transcend national boundaries. And that is why *The World Remembers* is so important – it stands as a powerful reminder of the losses caused by WWI.

To appreciate what those names truly represent we must imagine what lies behind each and every one. It is important not to view them simply as names of random strangers long deceased, but instead to appreciate that they were someone’s father, someone’s son, someone’s brother, someone’s husband, someone’s friend. And with that, to understand behind each name the depth of grief associated with it, and the lost future it represents.



CANADIAN SOLDIERS



TORONTO PUBLIC LIBRARY

As a historian I find the best means to understand what those names signify is to understand what is represented by one single name and the loss behind it. It’s essential to appreciate that each name represents a complex human story, and then to take that story and multiply it by hundreds of thousands. It’s at that point, when we appreciate what was the richness of one life lost, that the magnitude of loss created by the war truly becomes apparent. And it’s at that point that we can truly begin to understand what lies behind the names of *The World Remembers*.

— Dr. Stephen Davies, *Vancouver Island University 2015*

“It’s a brilliant example of activism for remembrance. For years it was, ‘They’re the enemy, we’re the good guys. Now it’s not about keeping score as much as it is about forgiveness.’”

— Ron Labrie — Ponoka Composite High School, Alberta



BRITISH INDIAN ARMY OFFICERS

“Students of the Bildungspartner Gymnasium in Lengen were in Verdun between Oct 21 and 23 to complete the project *The World Remembers*. We owe great thanks to the Foreign Office which covered the costs of this excursion, to Robert Thomson who proposed the idea of such a research project, and to all the people who participated in the project.”

— Sebastian Steineback VdK, Kassel Germany, 2015

“R.H. Thomson is busy with a sideline project that’s as ambitious as it is an affirmation of our shared humanity. It’s *The World Remembers*, launched in 2014, that aims to display, on the Internet and in schools, museums and other public buildings displaying the names, all of the military who died in the First World War. It’s all part of Thomson’s desire to acknowledge the lives of all those whose lives were wrenched by a war launched by treaties and politicians, that produced over 20 million casualties, very few of whom were politicians.”

— Stephen Hunt, Calgary Herald 2015

“I’m Canadian now and have lived here most of my life. We were German immigrants in the early 1950’s and from the very beginning we were viewed with suspicion and dislike. The feeling I had as a child, as with my parents, was of wanting to excuse myself for my country - I wasn’t even born when it all happened!”

This year’s dinner had the usual format, speeches would be made and there would be the recognition of lives lost in the war, and I had the same feelings - yet again! Not quite one of the group. Better not to say where I was born.

But this time things changed. For the first time *The World Remembers* project recognized that all sides lose in war, Canadian, British, French, German - we all lost people we loved - people who aren’t aunts and uncles to our children who can’t see our children grow up, whose graves we cannot even visit. That evening, I felt as one with the people around me. We all lose in war. We all need to work to end it.”

— Hilde Zimmer — Toronto, Canada 2015



SHELL FACTORY IN BOLOGNA, ITALY



AUSTRALIANS IN ITALY

“Here is a fresh new approach to commemoration. *The World Remembers* displays the names of the dead from all countries by projecting them in public over the course of the Great War anniversaries. The ambitious project is the brainchild of eminent Canadian actor, director and playwright R.H. Thomson.

Thomson had five great uncles killed in the First World War. He based his play, *The Last Boys*, on their letters home. *The World Remembers Le Monde se Souvient* will be projecting as many names as it can find between now and Nov. 11, 1918. It’s a massive task, especially because the list of the dead will grow longer in 2016 and 2017. He thinks there is more than one way of remembering the tragedy. “The challenge of Remembrance Day is to honour the dead in ways that communicate the immensity of the loss,” Thomson explains. “And surely we must have multiple narrative about the problems of war and the challenges of peace.”

This transnational approach to commemoration reflects the nature of the 1914 to 1918 conflict. We do, after all, regard it as the First World War. So it’s fitting to remember in a way that transcends flags and borders. And emphasizes peace.”

— Kingston Whig-Standard — Jamie Swift — 2015

• PLEASE JOIN US IN 2016

ANNEX "KK" TO
DCC
The 2016 names-display will begin in late September. More than 700,000 names of those killed in 1916 will be individually displayed from Canada, the United Kingdom, Germany, France, Belgium, Italy, Turkey and other nations. We invite universities, museums, schools, churches, libraries, community centres or any interested organization to join us by presenting the names-display on a laptop, wide screen TV or by means of a projector.

We continue our discussions with Slovakia and South Africa in the hope that they will also join the project. In the United States, the National World War I Museum Memorial is presenting our names-display and we are hopeful that both American and Chinese names will be included in 2017.

The World Remembers is a charitable organization and is made possible by the generous contributions of private individuals, foundations and participating nations.

We wish to thank all our contributors and to recognize the schools, universities, libraries, museums, community centres and other organizations that have joined us in creating this unique project.



SOUTHRIDGE SCHOOL, BRITISH COLUMBIA

"The World Remembers offers a powerful reminder that the Great War was, first and foremost, a human tragedy. To see all those names is to appreciate that behind every one of them is a life and a story, one perhaps not so very different from another. We must never lose sight of the fact that history is not the story of nations or ideologies, but of people, and *The World Remembers* helps us with that."

—Jonathan Vance, *Historian*



TRINITY COLLEGE TORONTO

"Naming them here at City Hall and in schools and universities reminds us that each of the millions who lost their lives were individual human beings. For ninety-nine years they have been honourably remembered as a collective as 'them' but on the 100th year it is time to remember them individually, even if that takes weeks and months to do. As an ancient combat airman, I think it is appropriate that all of the WWI dead be recognized in this way. A century has passed and our world is a different place, so we can name all those killed in the 1914-1918 war with respect and without offence."

—Major General Richard Rohmer OC, CMM, DFC, KStJ, CD and a WWII combat veteran 2014



BRITISH SOLDIERS

"A colossal undertaking ... to represent the colossal losses suffered 100 years ago. More than half a million names are on display at City Hall and the Public Library... each one represents a person who was killed 100 years ago... fighting in the World War One. It's part of a project called *"The World Remembers"* and what's happening here in Toronto is just one small piece of a much bigger effort to remember every single soldier who was killed, no matter what their nationality. It's the brainchild of RH Thomson."

—Matt Galloway, *CBC Metro Morning, 2015*



AMERICAN RECRUITS

The WWI Centenary years offer the perfect opportunity to create such a global project. The 1914-1918 war cast a shadow that extended for generations. This unique opportunity can only be grasped if we work together to create an international remembrance, education, and reconciliation event that respects all WWI histories.

MEMORY IS PART OF WHAT MAKES US HUMAN.

1914 — CENTENNIAL — 1918

THE WORLD REMEMBERS

A REMEMBRANCE FOR THE MILLIONS WHO LOST THEIR LIVES

PLEASE JOIN US IN PRESENTING THE NAMES OF THOSE KILLED IN 1916

www.theworldremembers.ca rh.thomson@theworldremembers.ca

+ 1 416 537 2306 Office + 1 647 385 2306 Mobile



**DOMINION EXECUTIVE COUNCIL ITEM 17
16 -17 APRIL 2016**

17. MEETINGS AND INVITATIONS

22-25 April	Dominion Cribbage, Branch #1, Charlottetown, PE
4 May	Sports Committee Teleconference (7:00 pm EST)
6-9 May	Dominion Darts, Branch #69, Saint John, NB
12-14 May	RBL (Scotland) Annual Conference Perth, Scotland (Eagles)
21-22 May	RBL Annual Conference Eastbourne UK (Eagles)
10 June	Provincial Secretaries Meeting @ Dominion Convention (1400 hrs)
11 June	Pre-Convention DEC Meeting
11-15 June	2016 Dominion Convention, St. John's, NL
15 June	Post-Convention SEO Meeting (0900 hrs)
15 June	Post-Convention CANVET Board Meeting
15 June	Post-Convention DEC Meeting
21-23 June	VRAB Hearings, Ottawa, ON (Victory Brdm)
3-9 August	National Youth Track & Field Championships, Saint-Thérèse, QC
26 Aug - 1 Sept	American Legion Convention, Cincinnati, OH (Flannigan)
12 September	Nat'l RD Ceremony Organizing Committee (Memorial Brdm)
16 September	Pay Committee Meeting (0900 hrs - Memorial Brdm)
16 September	Investment Committee Meeting (1030 hrs – Memorial Brdm)
17 September	SEO Budget Committee Meeting
18-20 October	VRAB Hearings, Ottawa, ON (Victory Brdm)
24 October	VAC-RCL Bilateral Meeting (Tentative), Charlottetown, PE
25-27 October	Service Officer Professional Development, Charlottetown, PE
11 November	Remembrance Day
21 November	Nat'l RD Post-Ceremony Meeting (Victory Brdm)
25 November	CANVET Board Meeting (0900 hrs – Memorial Brdm)
25 November	RCEL Committee Meeting (1030 hrs – Memorial Brdm)
26 November	DEC Meeting

2017

13-17 May	ON Command Provincial Convention, London, ON
19-21 May	QC Command Provincial Convention, Victoriaville, QC
21-22 May	NS/NU Command Provincial Convention, Bridgewater, NS
1-4 June	BC Command Provincial Convention, location TBD
10-12 June	MB-NWO Command Provincial Convention, Winnipeg, MB
22-24 September	AB-NWT Command Provincial Convention, Edmonton, AB

FINANCIAL TRANSPARENCY AND ACCOUNTABILITY

REF: Resolution submitted by MB&NWO Command 1/C from Transcona Branch 7.

ISSUE

The above resolution was submitted via the routine channels of provincial convention consideration and concurrence to Dominion Command for consideration by the Dominion Executive Council. Given the nature of the issues raised in the resolution a legal opinion was sought from the Dominion Command lawyers regarding the release of private compensation issues. That opinion had a bearing on the consideration of the resolution which resulted in the Dominion Chairman ruling the resolution out of order at the November 2015 meeting of the Dominion Executive Council.

Resolutions of this nature are not uncommon when financial matters are being discussed and particularly when future per capita proposals are put forward. The Dominion Convention in 2014 sent a clear message for the financial affairs at the national level to be completely reviewed and substantiated. This has now been done with a significant turnaround. This will be well explained by the Dominion Treasurer at the 2016 Convention.

This ruling was not well received and has now appeared on social media and other means to spread anger with the ruling and asking other Legion members to demand that the resolution receive consideration at the upcoming Dominion Convention in June 2016.

AIM

The aim of this brief is to outline the issues and provide appropriate responses to the issues raised in the resolution while respecting the legal aspects of what is being requested.

THE RESOLUTION

The resolution as submitted resolves the following:

THEREFORE BE IT RESOLVED that the financial reports to Dominion Convention include the following information on a per year basis:

- A list of all employee positions (by title) with salaries in excess of one hundred thousand dollars (\$100,000.00), which level will include any bonuses paid.
- Expenses for each of these positions for travel, entertainment, vehicle expense and other living expenses, if any.

- A report of meetings, or convention expenses for the above individual positions.
- A report of all meeting or convention expenses for all staff by title.
- Any expenses paid to employees for accompanying spouses or other family members, on an individual basis (by title).
- A list of all out of country travel for employees.
- Any and all remuneration and expenses of Dominion employees given for serving on the board of Legion Magazine.

BE IT FURTHER RESOLVED that the financial reports to Convention include the following information:

- A list of all DEC Officers (by title) showing the expenses incurred for travel, per diem, and Convention expenses for each position.
- A list of all out of country travel for DEC members.
- Any and all expenses paid to DEC officers for accompanying spouses or other family members, on an individual basis (by title).
- Any and all remuneration and expenses of DEC members given for serving on the board of Legion Magazine.
- A list of all payments and expenses to external consultants contracted by Dominion Command under the same guidelines as listed for employees and officers above.

The resolution asks directed questions both of elected officer and staff expenses and is seeking clarity of the facts. The resolution also demonstrates that members of the Legion do not fully understand or have not been explained the full process of financial accountability within the Legion and particularly at the higher than branch levels. There appears to be an implied mistrust in the leadership of the Legion.

In essence the issues are:

- Staff compensation and benefits
- Travel/meeting expenses for both staff and elected officers including expenses for family members while so accompanied.
- Remuneration for membership of the Canvet Board
- External consultants or contractors expenses to Dominion Command

FINANCIAL PLANNING WITHIN THE LEGION

It is evident that financial planning within the Legion is misunderstood or poorly explained at the Dominion level. This leads to an air of suspicion and mistrust.

Financial planning is an annual event at Dominion Command led by the Dominion Treasurer and the Committee Chairman. Each summer the Director Finance puts out a call for committee budgets to the committee secretaries. Committee secretaries review past performance and formulate a new budget. This proposal is sent to the committee members for review and consideration. Following this, the budgets are returned to the Director Finance for compilation and review by the Dominion Treasurer. In September a full draft budget is presented to the Senior Elected Officers as this is their primary responsibility since the reorganization of the governance model of the Legion. Committee chairman are then responsible to present and defend their budgets. Once this process is complete, the budgets are revised and readied for presentation to the Dominion Executive Council in November of each year for approval. Through this process, the Legion commences each calendar year with an approved budget.

It should be highlighted and noted that committee chairman (the Legion's elected officers) are fully responsible for their individual budgets.

Budgets for the operation of Legion House remain the responsibility of the Dominion Secretary in conjunction with the departmental directors. These budgets are based on historical data, projected costs and inflationary costs.

SO WHAT IS IN A BUDGET?

Legion House

Budgets specific to Legion House contain a full description of human resource and operating/maintenance costs. It is the costs of operating Dominion Command on a day to day basis. Full disclosure of accumulated salary expenditures are listed here as well as budgeted staff travel.

Committee

Under the Committee section of the budget full disclosure of the costs of travel and per diem as well as the costs of conducting each program that is run by the Legion is found. This includes administrative support for the committee in terms of postage, telephone, printing ... etc.

SPECIFIC ISSUES

Travel/Per Diem Expenses by Individual Position Whether Staff or Committee Members

Whether staff or committee member, all receive the same per diem and compensation when travelling on Legion business as defined by the Organizational Policy and Procedures manual Chapter 35 on Travel Regulations for Dominion Command. This policy is reviewed annually and presented to the Dominion Executive Council for approval. There are no special allowances entertainment, vehicle or other living

allowances. This chapter is distributed to all commands and elected officers following ratification by the DEC.

The travel policy also lists both domestic and international compensation rates for per diem and expenses. All out of country travel is accounted for in the Committee Budgets.

Expenses Paid to Staff and Elected Officers for Accompanied Family Travel

The payment of expenses for spousal or family accompaniment is no longer permissible following the 2014 Dominion Convention. If a spouse or family member accompanies a Legion representative on a trip, it is at their own expense.

Remuneration from Canvet Publications (Legion Magazine)

No individual who sits on the Board of Legion Magazine receives any remuneration from the Magazine. Legion Magazine provides the same per diem for meetings as would the Legion and when meetings are coincidental, the costs of per diem are shared.

External Consultants/Contractors to Dominion Command

Dominion Command does from time to time contract external personnel to perform tasks/functions on behalf of the Legion. These contracts are open for competition and are controlled by the Director Administration as the Human Resources manager for Legion House. Typically the contracts are for temporary surge data entry personnel and for services to Legion House that cannot be performed by internal personnel.

Staff Compensation and Benefits

Staff compensation and benefits is controlled by the Legion's Pay Committee chaired by the Dominion Treasurer with the Dominion President, Immediate Past President and 1st Vice President as members. The Pay Committee reviews the pay grades within Dominion Command and makes recommendations to the DEC for cost of living increases, performance awards and changes to the grading system. DEC is the final approving authority for all staff compensation and benefits.

Admittedly one of the most important factors is the trust factor or for that matter, lack thereof. Within the Legion there are chains of commands, and referral processes, and those easily lead to the lack of accountability and blame game and real or perceived barriers. In conducting its affairs the Pay Committee agonizes over ensuring that any and all staff are adequately paid for work performed, that their wages are bench marked to what the labor environment is, and that we pay LESS than the going rates in the marketplace. The employees, however, remain because they see absolute satisfaction

and find gratification in working for and in an organization called "The Royal Canadian Legion".

The resolution requests that all employees who earn more than \$100,000 have their salaries and bonuses made public.

Within Canada there are no laws or legislation that would apply to the Legion as a not for profit corporation to divulge this information. In fact, few if any organizations within this category make that information public.

Any release of that information would be deemed as a breach of contract and an invasion of privacy. Further an employee must consent to having that information made public before it takes place. To do the contrary, the Legion could face litigation through the courts for breach of contract and invasion of privacy.

With control resting with the Pay Committee and the DEC, there are sufficient checks and balances to ensure that the staff at Legion House receive equitable and legal treatment as well as fair compensation.


This same tenet of breach of contract and invasion of privacy would be applicable across the entire Legion structure.

CONCLUSION

The submitted resolution raises issues of accountability and transparency. Accountability and transparency have always and will always be practiced by the Senior Officers at all Levels within the Legion, and for that matter, by all staff in the organization. The checks and balances are in place, and if anything, the annotation of them, has highlighted them.

Finally, the Royal Canadian Legion MUST operate under the Rule of Law and the Laws associated with Labor. As such is the case, we sought out the legal opinion and it has been confirmed. Specific disclosure of financial information specific to an individual is illegal. No one is hiding behind the Law. It is simply the fact that specific disclosure is illegal. As such is the case, specific disclosure cannot and will not be done, regardless of desire, want or wish.

THE ROYAL CANADIAN LEGION
SENIOR ELECTED OFFICERS



Tom Eagles
Dominion President



David Flannigan
Dominion 1st VP



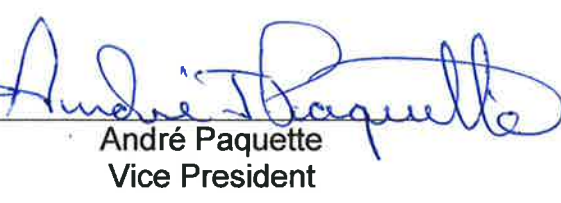
Gordon Moore
Immediate Past President



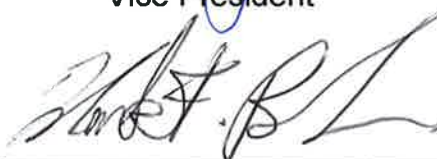
Ed Pigeau
Vice President



Tom Irvine
Vice President



André Paquette
Vice President



Mark Barham
Dominion Treasurer



Jack Frost
Dominion Chairman

**DOMINION EXECUTIVE COUNCIL ITEM 19
16 -17 APRIL 2016**

19. CORRESPONDENCE

The following items were received thanking The Royal Canadian Legion for support.
This item is presented as an Information Item Only.

- a. Air Cadet League of Canada
- b. Canadian War Museum
- c. Canadian Army Run
- d. Queen's University
- e. Royal Canadian Legion Master's Scholarship in Veteran's Health Research

RECEIVED
DOMINION COMMAND

DEC 1 2015



AIR CADET LEAGUE OF CANADA
LIGUE DES CADETS DE L'AIR DU CANADA

Mr. Tom Eagles, Dominion President
Royal Canadian Legion
86 Aird Place
Ottawa, ON K2L 0A1

December 10, 2015

Dear Mr. Eagles;

I would like to extend my personal thanks to the Royal Canadian Legion for your generous contribution to the Air Cadet League in this our 75th year of Air Cadets in Canada. Through the efforts of thousands of volunteers across the country and the generosity of supporters such as the Legion, the Air Cadet League is able to serve more than 25,000 cadets each year.

The Air Cadet motto: "To learn. To serve. To advance." is a promise we will always uphold. It guides future generations of Canadians into new adventures, discovery and the thrill of flight. Today's air cadets will become tomorrow's disciplined, strategic thinkers and leaders. They will also become outstanding neighbours, employees, artists, technicians and professionals. They will be strong Canadians.

As we celebrate 75 years of history and accomplishment, I want to thank you for your investment in the future.

Yours sincerely,

Donald W. Doern, CD
National President

cc: Mr. Brad White, Dominion Secretary



10-14
BW

THE AIR CADET LEAGUE OF CANADA
LA LIGUE DES CADETS DE L'AIR DU CANADA
66, Rue Lisgar Street, Ottawa ON K2P 0C1
Tel: (613) 991-4349 Fax: (613) 991-4347
Toll free/Sans frais: 1-877-422-6359
E-mail/Courriel leaguehq@aircadetleague.com
<http://www.aircadetleague.com>

RECEIVED
DOMINION COMMAND

JAN 12 2016



ATTN Mr. Tom Eagles
Royal Canadian Legion
86 Aird Place
Ottawa, ON K2A 0A1

Mr. Eagles;

We are very pleased to acknowledge the kind donation you made to the Air Cadet League of Canada in support of our 2015 National Fundraising Campaign.

The Air Cadet League fosters the development of self-confidence, self-discipline, leadership and physical fitness in our youth. Our aviation focus ensures the perpetuation of Canada's proud aviation heritage to another generation while continuing to offer exciting flying opportunities to all the young men and women who are members of the Royal Canadian Air Cadets. Your support enables us to carry on with this important work.

Attached below, with thanks, is an official receipt for your contribution.
Sincerely,

Sarah Matresky
Executive Director

Official Receipt for Income Tax Purposes

The Air Cadet League of Canada / La Ligue des Cadets de l'Air du Canada
66 rue Lisgar Street Ottawa ON K2P 0C1

Receipt No./No de: 37177

12559-3657-RR0004

ATTN Mr. Tom Eagles
Royal Canadian Legion
86 Aird Place
Ottawa, ON K2A 0A1

Total amount received by charity:	\$5,000.00
(Fair market value of property)	
Value of Advantage:	\$0.00
(Cash/Fair market value of property or services)	

Received on / Reçu le:	11/21/2015
Issue date / Date d'émission:	1/5/2016
Eligible amount of gift for tax purposes:	\$5,000.00
Description of property received:	

With Thanks

Appraiser Name and Address:
Canada Revenue Agency: <http://cra-arc.gc.ca/charities>

Authorized Signature / Signature autorisée

10-14(2015)
BW



RECEIVED
DOMINION COMMAND
JAN 22 2016

January 19, 2015

Mr. Brad White
Dominion Secretary
Royal Canadian Legion - Dominion Command
86 Aird Place
Ottawa, ON K2L 0A1

Dear Mr. White,

Canadian history has been a vibrant and growing discipline over the past few decades. While important landmark studies have been published about women in Canadian military history, much remains to be done. Thank you very much to the Royal Canadian Legion for its recent generous gift of \$10,000 to help the Canadian War Museum lead the way in this effort.

The Legion's gift will help the Museum to research and share, through artifacts, exhibitions and educational programs, the varied experiences and contributions of women in war - those in active military service and those serving in other forums, and those displaced and otherwise affected by conflict. My colleagues and I look forward to sharing updates about the Women and War initiative with you and the Legion as they become available.

The Legion's donation, in response to Paul Kavanagh's commitment to this worthy cause, shows that the Legion cares deeply about preserving Canada's military history and for that, I thank you. If you ever have any questions, please don't hesitate to call me at 819-776-8272. Your receipt for income tax purposes is enclosed.

Yours sincerely,

Linda Kincaid
Senior Director, Development

Encl.



From Lieutenant-General Marquis Hainse, CMM, MSC, CD

5 February 2016

Dear Ms. O'Neill,

On behalf of the Canadian Army, I would like to extend my gratitude for your sponsorship of the 2015 Canada Army Run. There were 25,000 Canadians and members of the Canadian Armed Forces (CAF) who ran, walked, and rolled in the eighth Canada Army Run – this year was the largest ever 5K with 14,500 participants. Your generous support enables us to deliver this unique event and to improve it every year.

In recognition of your sponsorship of Canada Army Run, please accept the enclosed plaque as a personal thank-you for the partnership that we have forged. In the photo, Dancan Kasia, the half marathon winner, receives his finisher's medal from Canadian Army Captain Francis Dalpé. Canada Army Run is truly a community event and we are lucky to have such a wonderful group of sponsors to support our men and women in uniform.

We are excited to announce that fundraising efforts and proceeds from this year's Canada Army Run have generated \$400,000 for Soldier On and the Military Families Fund, supporting our ill and injured soldiers and military families. The beneficiaries of these two funds experience life-changing moments and opportunities. Master Corporal (Ret'd) Natacha Dupuis was able to take on her PTSD with the help of a mountain bike provided by Soldier On. She raised \$1,370 for Soldier On at this year's Canada Army Run and is currently pursuing a second career as an administrative assistant. Campbell, 7, has been thrilling his parents, Captain Joanna Labonté and Master Corporal Bertrand Labonté, with his sounds of joy after receiving funding for a Cochlear device from the Military Families Fund.

Once again, thank you for all that you have done to make the 2015 Canada Army Run a success. We look forward to your continued support and participation.

Sincerely,



Ms. Leah O'Neill
Marketing Coordinator
The Royal Canadian Legion
86 Aird Place
Ottawa, ON K2L 0A1



INITIATIVE CAMPAIGN

GIFT SERVICES
OFFICE OF ADVANCEMENT

Old Medical Building
Queen's University
Kingston, Ontario, Canada K7L 3N6
Tel 613 533-2060
Fax 613 533-2663
www.queensu.ca
Charitable Registration #10786 8705 RR0001

March 02, 2016

Royal Canadian Legion
Attn: Mr Bradley White
86 Aird Pl
Kanata, ON K2L 0A1

Dear Mr White,

As a donor, you are an important member of our Queen's family and I am thankful for your generous support! Your recent forwarded gift of \$30,000.00 on behalf of our donors will help strengthen the University's overall learning and research environment.

Through the generosity of benefactors like you, our Initiative Campaign has transformed many areas of Queen's, and will continue to do so as we seek support for priority needs that remain unfunded. Your gift will have a direct impact on our students, faculty and researchers.

Thank you for the part you have played in helping Queen's to shape the next generation of leaders and innovators.

Sincerely,

Tom Harris, Sc'75
Vice-Principal (Advancement)
Professor of Chemical Engineering

P.S. To read more about the impact of Initiative Campaign donations, please visit:
<http://www.queensu.ca/initiative/impact>

April 12th, 2016

Mr. Brad White, Royal Canadian Legion
Royal Canadian Legion Master's Scholarship in Veteran's Health Research
Dominion Command
86 Aird Place
Ottawa, ON
K2L 0A1

Dear Mr. White,

I am writing to express my gratitude for the exceedingly generous award of \$30,000 for the Royal Canadian Legion Master's Scholarship in Veteran's Health Research scholarship for 2015. I was, and continue to be, honoured to have been selected for this prestigious award. Without this scholarship I may not have been able to pursue graduate studies. This award has also provided me with the opportunity to continue my education and return to my roots in the Canadian military. As a former Naval Reservist, I look forward to giving back to the military community.

I have now completed my second semester of my Master of Science degree at Queen's University in Rehabilitation Therapy. I have started work on my thesis which is intended to further our understanding of the impact of stigma on mental health for military members and veterans. Following graduation in 2017 I hope to work with veterans in this area. I continue to be passionate about this area and I am considering further studies in research upon completion of my graduate degree.

This award has significantly lessened the financial load of academics and allowed me to focus on my studies as well as explore opportunities for research in the field. Thank you again for this generous award. I look forward to a career of working with and for, those who have served in the military.

Sincerely,

Ashleigh Forsyth
MSc Rehabilitation Science (candidate '17)
Queen's University