



# Public Relations Officer Update

September - November 2024

# In the news

## **NATIONAL LEGION WEEK**

There were many stories and many branch ideas related to the annual week. There were articles before, during, and after the events. Here are just some of the many examples.

### ***Before***

Legion branch hosts free veterans dinner for National Legion Week

<https://www.mylethbridgenow.com/45088/news/free-veterans-dinner-part-of-national-legion-week-sept-15/>

Cochrane branch 15 holds event to kick off National Legion Week

<https://www.cochraneagle.ca/local-news/cochrane-legion-day-set-for-sept-14-9481489>

Prince Albert branch holds week-long event to celebrate National Legion Week

<https://paherald.sk.ca/its-important-to-celebrate-prince-albert-legion-prepares-for-second-annual-legion-week/>

Canora legion highlights RCAF veterans to commemorate 100<sup>th</sup> anniversary during legion week

<https://www.sasktoday.ca/central/canora-courier/legion-highlights-hometown-veterans-during-legion-week-9499411>

### ***During/After***

Merritt legion celebrates National Legion Week with open house

<https://www.merritherald.com/merritt-legion-branch-96-celebrates-national-legion-week/>

Estevan events

[National Legion Week highlights work, community support of the Estevan Legion branch - DiscoverEstevan.com - Local news, Weather, Sports, Free Classifieds and Business Listings for the Estevan, Saskatchewan](#)

Northern Ontario activities

[Nation Legion Week activities at Royal Canadian Legion Branch 76 | CTV News](#)

## **NATIONAL POPPY CAMPAIGN AND NOVEMBER 11**

A selection of many stories about the National Poppy Campaign and Remembrance Day activities.

### ***Before***

First poppy presented to Canada's Governor General

<https://www.chathamthisweek.com/globe-newswire/ceremonial-first-poppy-presented-to-canadas-governor-general>

Lieutenant-Governor in BC receives First Poppy

[B.C. lieutenant-governor receives first poppy ahead of Remembrance Day - Maple Ridge-Pitt Meadows News \(mapleridgenews.com\)](https://www.mapleridgenews.com/news/bc-lieutenant-governor-receives-first-poppy-ahead-of-remembrance-day)

[Former City of Powell River mayor pins first poppy at legion - Powell River Peak \(prpeak.com\)](https://www.prpeak.com/news/former-city-of-powell-river-mayor-pins-first-poppy-at-legion)

[Royal Canadian Legion kicks off poppy campaign \(ctvnews.ca\)](https://www.ctvnews.ca/news/royal-canadian-legion-kicks-off-poppy-campaign)

Hundreds of students in Winnipeg visit military cemetery for Remembrance Day service

<https://winnipeg.ctvnews.ca/hundreds-of-winnipeg-students-pay-tribute-to-vets-at-no-stone-left-alone-ceremony-1.7097990>

Article on the digital poppy campaign

<https://www.netnewsledger.com/2024/11/01/canadians-invited-to-support-veterans-with-digital-poppy/>

2024 Silver Cross Mother profiles

- <https://www.discovermoosejaw.com/articles/new-brunswick-woman-who-lost-2-sons-to-ptsd-named-national-silver-cross-mother>
- <https://leaderpost.com/globe-newswire/the-royal-canadian-legion-names-canadas-2024-national-silver-cross-mother>
- <https://dailyguardian.ca/destined-to-serve-silver-cross-mother-remembers-the-sons-she-lost-to-ptsd/>

Abbotsford homeless encampment forces changes to ceremony

<https://globalnews.ca/news/10850086/homeless-encampment-abbotsford-remembrance-day-ceremony/>

Volunteers set up 170 lawn signs to mark homes veterans never returned to

[https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/67237223ecaf12cdfc3e13da/document/oXqaqaPr4pXh\\_GX2YuhyQXYuUQA](https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/67237223ecaf12cdfc3e13da/document/oXqaqaPr4pXh_GX2YuhyQXYuUQA)

Legion branch 25 “resisting” the introduction of tap boxes

<https://www.sootoday.com/local-news/royal-canadian-legion-resisting-the-use-of-tap-to-sell-poppies-for-now-9711429>

Phone scam

[Cochrane Legion warns of phone scam ahead of annual Poppy Campaign - CochraneNow: Cochrane, Alberta's latest news, sports, weather, community events.](https://www.cochranenow.com/news/cochrane-legion-warns-of-phone-scam-ahead-of-annual-poppy-campaign)

[Opinion: Let's support our veterans with a sea of red poppies | Montreal Gazette](https://www.montrealgazette.com/opinion/let-s-support-our-veterans-with-a-sea-of-red-poppies)

['A symbol of freedom': Veteran preps for Sidney's annual poppy campaign - Sooke News Mirror](https://www.sooke-mirror.com/news/a-symbol-of-freedom-veteran-preps-for-sidney-s-annual-poppy-campaign)

[Legion unveils 8-foot sculpture ahead of Orillia poppy campaign - Orillia News \(orilliamatters.com\)](https://www.orilliamatters.com/news/legion-unveils-8-foot-sculpture-ahead-of-orillia-poppy-campaign)

General articles

[Royal Canadian Legion Branch 72 Pembroke ready to launch 2024 Poppy Campaign | The Napanee Guide](https://www.napaneeguide.com/news/royal-canadian-legion-branch-72-pembroke-ready-to-launch-2024-poppy-campaign)

(French) [La campagne du coquelicot se met en place dans la région \(lenouvelliste.ca\)](#)

(French) [Des cérémonies pour souligner le jour du Souvenir en Atlantique | Radio-Canada](#)

[Poppy Drive begins in Tecumseh | CTV News](#)

[Legion Annual Poppy Campaign Launches October 25 \(cornwallseawaynews.com\)](#)

[Legion to kick off annual Poppy Campaign on Friday at 11 a.m. - MooseJawToday.com](#)

[Guest column: Support our veterans with 'sea of red poppies' | Windsor Star](#)

[Where to mark Remembrance Day 2024 in Guelph \(therecord.com\)](#)

### ***During/After***

Poppies and remembrance accessories available for order this year

<https://ottawa.ctvnews.ca/remembrance-day-poppies-accessories-available-for-order-this-year-1.7100399>

[Nujma Bond from the Royal Canadian Legion joins The Morning Zoom to discuss the 2024 Poppy Campaign \(zoomerradio.ca\)](#)

[Remembrance Day ceremony held for 1st time with Newfoundland's Unknown Soldier | CBC News](#)

[Royal Canadian Legion in Grand Falls-Windsor remembers loved ones in unique way – NTV](#)

[80th anniversary of D-Day, RCAF 100th history marked at 2024 Remembrance Day | Sherwood Park News](#)

[Wetaskiwin legion honours veterans at Remembrance Day service - Wetaskiwin News \(pipestoneflyer.ca\)](#)

[Legion poppy campaign underway in Williams Lake - The Williams Lake Tribune \(wltribune.com\)](#)

[Cloverdale Legion in need of volunteers for its 2024 poppy campaign - North Delta Reporter](#)

[The Laval News | Laval's Legion Branch 251 launches poppy campaign prior to Remembrance Day](#)

<https://london.ctvnews.ca/this-london-veteran-has-handed-out-poppies-for-eight-decades-1.708969>

[Waterfall of poppies at Wellington legion took community effort to complete | CBC News](#)

[5,000 poppies drape Ancaster church for Remembrance Day \(thespec.com\)](#)

[Imagine seeing an entire street lined with these for Remembrance Day - Burlington News \(burlingtontoday.com\)](#)

[Poppy campaign underway | Quinte News](#)

[Timmins poppy drive 'going very well' - TimminsToday.com](#)

[PressReader.com - Digital Newspaper & Magazine Subscriptions](#)

[Cadets help distribute poppies in support of Canada's veterans - MooseJawToday.com](#)

[Honouring veterans in our schools | Sudbury Star \(thesudburystar.com\)](#)

## **REPORTING ON THE POPPY FUND/ THANKING COMMUNITIES**

Reporting back to the community and thanking them for their support is an important aspect of local branch business.

Veteran House in Victoria continues to help integrate veterans with help of Poppy Fund  
<https://www.peninsulanewsreview.com/community/veterans-housing-in-victoria-remains-a-problem-7622731>

[Sarnia branch of the Royal Canadian Legion thanks community | St. Thomas Times-Journal \(stthomastimesjournal.com\)](#)

[Ladner Legion says thanks for helping with poppy campaign - Delta Optimist \(delta-optimist.com\)](#)

### **Legion releases Poppy Trust Fund figures for 2023**

Elliott Lake Standard (Print Edition)-Kevin Mcsheffrey  
CA|November 28, 2024-05:20am

The Royal Canadian Legion Branch 561 in Elliot Lake released its figures for its Poppy Trust Fund for 2023. Al Warman, Royal Canadian Legion in Elliot Lake past president and chair of the Poppy Trust Fund, says the local 2023 Poppy Trust Fund started in Jan. 1, 2023 \$34,586.81, plus the income from the campaign and other sources of \$22,052.00 for a total of \$56,638.81. During the year they had expenses such as purchasing poppies and wreaths for resale in the amount of \$2,113.06, plus advertising costs of \$188, and other expenses of \$101.42, for a total of \$2,402.48. In addition, they gave grants to veteran and their families amounting to \$1,375.34, plus \$1,000 in high school bursaries, and donations amounting to \$19,845.94, along with \$550 for youth education programs from a total of \$22,771.28. The total of the disbursement of the expenses, grants, bursaries donations and youth education program was \$25,173.76. As a result, as of Dec. 31, 2023, the Legion had a total of \$31,465.05 in the branch's Poppy Trust Fund, explains Warman.

[Squamish Legion President Thanks Community for Poppy Campaign's Success \(squamishreporter.com\)](#)

### **Thank you for your support on Remembrance Day; Letter to the editor**

Chatham This Week (Print Edition)-  
CA|November 21, 2024-08:15am

President Len Maynard of the Royal Canadian Legion Branch 642 in Chatham would like to extend his most sincere appreciation to all who supported the Poppy Campaign for 2024 and all who came out to help us remember on Nov. 11. Len Maynard Royal Canadian Legion Branch 642

## **BRANCH OR REGIONAL CHALLENGES, OR ISSUES OF NOTE**

Branches can face challenging times or need to handle unexpected situations. Here were some of the circulating issues in September.

Grand Bend legion reopens partially following fire that caused \$500,000 in damages  
<https://cknxnewstoday.ca/midwestern/news/2024/09/12/residents-relieved-as-grand-bend-legion-partially-reopens-after-fire>

Branch 351 lists building for sale on eve of Remembrance Day

<https://ottawacitizen.com/news/ottawa-legion-sale-remembrance-day>

Shellbrook Legion – only 20 members “on paper.” Hard pressed to remain open  
[https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/6707c5e89f609c0013c49a40/document/db2tkN\\_JBKDvWR3TWQ9a42t8x8s](https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/6707c5e89f609c0013c49a40/document/db2tkN_JBKDvWR3TWQ9a42t8x8s)

Stories about “some” Legion branches struggling to keep doors open  
<https://www.cp24.com/news/canada/2024/11/07/aging-membership-aging-buildings-some-legion-branches-struggle-to-keep-doors-open/>  
[Some Royal Canadian Legion branches struggle to keep doors open - The Globe and Mail](#)

[CTV National News: Royal Canadian Legion concerns \(ctvnews.ca\)](#)

*Important Note* because the stories above not representative of the situation across the province or country, any Legion representatives talking about local issues are not in a position to infer or further analyze what’s happening in other regions. That line of questioning must always be sent to National Headquarters or provincial commands to discuss.

Valemount Legion Branch president noticing fewer poppies being worn  
<https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/672e0b9d8b305c0d1ce88e0c/document/wH6tC9d-CWJH2PDgl-LKkZYYiPs>

[Open letter to The Royal Canadian Legion regarding their coerced response to hosting Vancouver Island Speaks \(feministcurrent.com\)](#)

[Alcohol regulator rings alarm bell on overserving in N.S. bars | CBC News](#)

[Frozen pipes and meat draw cancellations: Legion closed through the weekend - DiscoverMooseJaw.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Legion's Montgomery Branch in downtown Ottawa for sale | CTV News](#)

[Ten years after forming, a Southern Alberta Legion is still looking for a building - St. Albert News \(stalbertgazette.com\)](#)

[Bikers arrested at Ontario Remembrance Day ceremony after looking to lay black wreath | Globalnews.ca](#)

[Poppy box stolen in Kirkland Lake thrown in trash bin | Sudbury Star \(thesudburystar.com\)](#)  
[Chilliwack Royal Canadian Legion apologizes for Remembrance Day remarks made by guest speaker | Fraser Valley Today | Everything Fraser Valley](#)

[Arrests made in Royal Canadian Legion theft: Ontario police \(citynews.ca\)](#)

['You hold him down and I will punch him': Lantzville plaza discussion becomes heated - Nanaimo News Bulletin \(nanaimobulletin.com\)](#)

[Increase in thefts from Saskatoon’s Poppy Campaign | Country 600 CJWW \(cjwwradio.com\)](#)

(French) [Le bâtiment abritant la Légion royale canadienne en mauvais état et non sécuritaire - CJSO](#)

## STORIES MENTIONING THE LEGION

There are regular stories mentioning the Legion or its work, but that do not directly involve Legion spokespeople.

Editorial on current deficit of poppies

<https://ottawacitizen.com/news/local-news/deachman-where-have-all-the-remembrance-poppies-gone>

Scammers posing as legion soliciting donations

[https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/67237223ecaf12cdfc3e13da/document/Zc6s1x9S280EwGKwUUon9\\_LIG5s](https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/67237223ecaf12cdfc3e13da/document/Zc6s1x9S280EwGKwUUon9_LIG5s)

First Poppy presentation

<https://www.gg.ca/en/media/news/2024/first-poppy>

Governor General visiting Alberta to visit members of the RCAF for its 100 year anniversary

<https://nationtalk.ca/story/media-advisory-governor-general-to-undertake-official-visit-to-alberta>

Other stories mentioning the Legion:

[How Remembrance Day and politics collided — and what it means for the future | CBC News](#)

[Mississauga event celebrates Hamas terror leader killed by Israel | Toronto Sun](#)

[Seasons Dufferin pays tribute to Veterans with 'Pennies for Poppies' program | Belleville Intelligencer](#)

[Government of Canada recognizes Dr. Dominique François Gaspard as a person of national historic significance - Canada.ca](#)

**(French)** [Cérémonie du jour du Souvenir : un moment spécial pour les familles - QuebecNouvelles.com](#) votre réseau de l'information. LA VRAIE VÉRITÉ! Le site des Québécois! A SCAA IMPORT inc. Division.

## BRANCH AND DISTRICT PROJECTS AND EVENTS

A sampling of creative programs and events...ideas that may work elsewhere in the country.

Nova Scotia command part of new licence plate program

<https://news.novascotia.ca/en/2024/09/12/changes-honour-more-nova-scotia-veterans-through-specialty-licence-plate>

Ontario legion collecting info on veterans for Ontario Command's service recognition book

<https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/6707c5e89f609c0013c49a40/document/abATYNKikb2IaZvP8tjKIDsd8ps>

New residences for Veterans

[108 homes for veterans open in Sault Ste. Marie \(constructconnect.com\)](#)

Legion Branch 178 hosts forum on housing security ahead of BC election

<https://cityhallwatch.wordpress.com/2024/10/11/oct-10-housing-forum-rc-legion-shalom-branch-178/>

Branch 106 in Kingston holds appreciation dinner for veterans and celebrates 80<sup>th</sup> anniversary  
<https://www.thewhig.com/news/local-news/veteran-appreciation-dinner-held-at-rcl-106-hastings>

Veteran banner project big success in Burlington  
[https://www.insidehalton.com/news/burlington-veteran-banners-build-interest-emotion-leading-to-remembrance-day/article\\_27b66d60-ccd0-5812-941d-d1ef05b9f763.html#comments](https://www.insidehalton.com/news/burlington-veteran-banners-build-interest-emotion-leading-to-remembrance-day/article_27b66d60-ccd0-5812-941d-d1ef05b9f763.html#comments)

5,000 poppies draped on Ancaster church  
[https://www.thespec.com/news/hamilton-region/over-5-000-poppies-drape-ancaster-church-in-remembrance-day-tribute/article\\_45b556f5-7e3f-5219-917d-48442a831ab4.html](https://www.thespec.com/news/hamilton-region/over-5-000-poppies-drape-ancaster-church-in-remembrance-day-tribute/article_45b556f5-7e3f-5219-917d-48442a831ab4.html)

Legion partners with museum for military memorabilia show-and-tell  
<https://www.collingwoodtoday.ca/local-news/museum-legion-co-host-show-and-tell-event-featuring-military-memorabilia-9769803>

Veterans' lunch  
[Legion to host veterans' lunch for first time since 2019 - MooseJawToday.com](https://www.moosejawtoday.com/news/veterans-lunch)

New dart league  
[New competitive dart league takes its shot at helping Innisfil legion - Innisfil News \(innisfiltoday.ca\)](https://www.innisfilnews.com/news/new-competitive-dart-league-takes-its-shot-at-helping-innisfil-legion)

Helping homeless Veterans  
[Federal investment aids Yukon veterans, but gaps remain in support - Yukon News \(yukon-news.com\)](https://www.yukonnews.com/news/federal-investment-aids-yukon-veterans-but-gaps-remain-in-support)

### Poppy Tea *(excerpt)*

Poppy Tea benefits Poppy Trust Fund  
Foam Lake Review (Print Edition)-Paddy Meredith  
CA|November 11, 2024-08:00am

On Sunday, November 3rd, from 2 – 4 pm, the Foam Lake Royal Canadian Legion Branch #16 held their annual Poppy Tea, serving large slices of 25 pies to an outstanding crowd of approximately 100 people. Also featured at the Foam Lake Legion Hall was a bake sale hosted by the local Cadet Squadron. Cadet members also served tea, coffee and juice during the Poppy Tea.

According to Foam Lake Legion President Dave Wunder, "The Poppy Tea has been held for many years and is one way financial support is given to the Poppy Trust Fund. In addition to the Poppy Tea, there are also the Poppy Campaign, the Poppy Trays and donations received from local organizations. The 2023 donations totalled \$5,825."...

### REMEMBRANCE THROUGHOUT THE YEAR

Remembrance projects are always front and centre in regional news. Here are some of the many examples.

Newly renovated veterans' square reopens to the public  
<https://www.clarington.net/en/news/newly-transformed-veterans-square-reopens-to-public.aspx>

London displays 33 banners depicting veterans with help of local branches  
<https://london.ctvnews.ca/london-honours-its-veterans-with-downtown-memorial-banners-1.7028352>

Windsor legion raises 40 banners in honour of veterans  
<https://www.cbc.ca/news/canada/windsor/windsor-legion-banners-commemorate-veterans-1.7319107>



North Bay commemorates 84<sup>th</sup> anniversary of the Battle of Britain

<https://www.baytoday.ca/local-news/1542-allies-lost-their-lives-in-the-battle-of-britain-including-23-canadian-pilots-9494647>

Community erects monument honouring the forgotten story of eight brothers

<https://winnipeg.sun.com/pmn/nova-scotia-monument-honours-eight-brothers-who-fought-in-second-world-war>

Legion Branch 56 honours veterans who served in the liberation of Dieppe

<https://swiftcurrentonline.com/articles/remembering-dieppe-after-80-years-with-legion-branch-56>

Branch 594 dedicates room to Dieppe

[https://www.stcatharinesstandard.ca/news/canada/rcl-dedicates-dieppe-room/article\\_8bb7ddc4-08a6-5bee-9015-91f38570e10e.html](https://www.stcatharinesstandard.ca/news/canada/rcl-dedicates-dieppe-room/article_8bb7ddc4-08a6-5bee-9015-91f38570e10e.html)

Recognition of Indigenous soldiers

[Radboud researcher advocates for more recognition for indigenous soldiers from World War II - Vox magazine \(voxweb.nl\)](#)

Remembrance contest

[Milton students can honour veterans through Remembrance Day poster, essay and poem contest - MiltonToday.ca](#)

Lakeshore honouring local fallen veterans through street naming project

<https://windsorite.ca/2024/11/lakeshore-honouring-veterans-with-street-naming-project/>

Windsor, ON, paints remembrance themed crosswalks

<https://windsor.ctvnews.ca/it-s-very-touching-commemorative-crosswalks-being-installed-before-remembrance-day-1.7095947>

New exhibit at the Canadian War Museum highlights personal stories of veterans and families

<https://canadiansinternet.com/canadian-online-business-news/?rkey=20241030C3821&filter=14394>

Holiday cards

[Locals ship out thousands of cards to Canadian soldiers | CTV News](#)

Remembrance crosswalk plans

*Note the correct consideration of the rules when it comes to respectful Poppy image usage*

[Okotoks may get its own Remembrance crosswalk - HighRiverOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings for High River, AB and southern Alberta](#)

## **THE COMMUNITY SUPPORTS THE LEGION**

Some of the frequent examples of support by appreciative communities and governments, to allow for a range of branch events and operations.

Fort St. John declares November Cadet and Legion Month

<https://energeticcity.ca/2024/10/29/fort-st-john-declares-november-cadet-and-legion-month/>

Trillium Foundation's \$40,000 donation

<https://www.collingwoodtoday.ca/the-blue-mountains-and-grey-highlands/flesherton-markdale-legion-upgraded-with-trillium-grant-9647729>

Legion grand opening after fire 3 years ago

<https://www.owensoundsuntimes.com/news/local-news/new-legion-in-hepworth-a-cornerstone-for-future-generations>

SK support program helps local branch

[Upgrades to Fort Qu'Appelle Royal Canadian Legion Branch 35 Showcase Benefits of Saskatchewan Veterans Service Club Support Program | News and Media | Government of Saskatchewan](#)

Walk for Veterans – some proceeds to the Legion

[Canadian Walk for Veterans hosting 5th annual event in Huntsville - My Muskoka Now](#)

New elevator

[Need a lift? Barrie legion installs new elevator thanks to grant funding - Barrie News \(barrietoday.com\)](#)

Branch upgrades

[Flesherton-Markdale Legion upgraded with trillium grant - Collingwood News \(collingwoodtoday.ca\)](#)

More stories about other contributions

[A crocheter's tribute to veterans has raised over \\$20,000 for local Legions - The Buzzer blog \(translink.ca\)](#)

[Acton Legion receives Ontario Trillium Foundation grant - Halton Hills News \(haltonhillstoday.ca\)](#)

[Penticton Potters' Guild raises over \\$2,800 for local Legion - Penticton Western News](#)

[OLG Casino PROUD committee donates over \\$800 to the local legion | Belleville Intelligencer](#)

[Legion thankful for funds brought in from Community Foundation grant - PortageOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Grant paves way for upgrades at Victoria Harbour Legion - Midland News \(midlandtoday.ca\)](#)

[Federal government supports projects for Veterans experiencing or at risk of homelessness - Canada.ca](#)

[Retirees north of Calgary raise money for Royal Canadian Legion - The Albertan News](#)

[Richmond Municipal Council Assists Local Legion that will Serve as an Emergency Shelter - 989 XFM](#)

### **THE LEGION SUPPORTS THE COMMUNITY**

Some of the many positive stories showcasing how the Legion helps by providing Poppy funds and with community activities and needs.

Legion branch 265 donates \$5,000 to veterans' home

<https://www.qctonline.com/legion-report-branch-265-donates-5000-to-inverness-veterans-home/>

The Niagara-on-the-Lake Legion raises \$1,000 for Jasper Legion following fire  
[https://www.thespec.com/news/canada/legion-donations-for-jasper-fire-relief-approach-1k/article\\_dedf634e-2e03-55ec-8fc1-6da97d16a728.html](https://www.thespec.com/news/canada/legion-donations-for-jasper-fire-relief-approach-1k/article_dedf634e-2e03-55ec-8fc1-6da97d16a728.html)

Georges Vanier Branch 472 donates \$6,500 for cancer treatment  
<https://thereview.ca/2024/09/03/legion-gives-6500-to-hgh-foundation/>

Williams Lake legion uses funds from 2024 Poppy Campaign to house local veteran  
<https://www.wltribune.com/local-news/williams-lake-legion-poppy-campaign-helps-local-veteran-find-shelter-7622120>

Moncton branch will provide seniors' programming  
<https://www.919thebend.ca/2024/09/09/moncton-council-approves-funding-for-seniors-programming/>

Legion branch 78 in Picton donates \$1,500 in support of meals on wheels  
<https://www.recorder.ca/opinion/columnists/donation-to-community-care-from-the-poppy-fund>

[Oliver Legion makes \\$10k donation to SOGH - TimesChronicle.ca](#)

[Legion Branch 76 donates \\$40k to Northeast Cancer Centre - Sudbury News](#)

[North Okanagan Hospice Society receives donation from The Royal Canadian Legion - Branch 25 - Vernon News - Castanet.net](#)

[Royal Canadian Legion donates to Kimberley Pipe Band - Kimberley Bulletin](#)

[Legion supports snowsuit fund - The Review Newspaper](#)

### **BRANCH AND COMMAND MILESTONES**

Branches and Commands across the country are regularly featured in media reports when they have interesting updates to share.

*Record-setting United Way telethon held at Royal Canadian Legion branch in Estevan, raising \$380,000*  
<https://www.sasktoday.ca/southeast/estevan-mercury/update-united-way-estevan-telethon-sets-new-off-air-record-9680982>

*Legion branch 25 opens new office and apartment buildings, "first of its kind"*  
<https://www.sootoday.com/local-news/gallery-deputy-pm-chrystia-freeland-helps-open-new-legion-building-9746197>

*Longtime Legion volunteer awarded King Charles Medal*  
<https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/66f3fd7744c8c8001363331b/document/RyZD9vZZP7A99VtXv8eQdMF3UX8>

### *Branch Anniversaries*

[WATCH: Flag raised, show kicks off at 10 a.m. - CochraneNow: Cochrane, Alberta's latest news, sports, weather, community events.](#)

[Legion celebrates 70 years in Houston - Houston Today \(houston-today.com\)](#)

[St. George Legion celebrates 60 years of service and support | BrantBeacon](#)

[Ladysmith Legion celebrates 80 years of comradeship and support - Ladysmith Chemainus Chronicle \(ladysmithchronicle.com\)](#)

[The Lindsay Legion Ladies' Auxiliary and their 75 years of service — Lindsay Advocate](#)

[Ontario Command partners with Government of Ontario for Veteran recognition program Ontario Honouring All Veterans and Condemning Acts of Stolen Valour | Ontario Newsroom](#)

*New housing for Veterans*

[Deputy Prime Minister highlights 108 new affordable homes at Sault Ste. Marie's Royal Canadian Legion - Canada.ca](#)

### **BRANCH PROMOTIONS**

Branch promotions and ads are worth the while, and sometimes there is no cost. Here are some examples from September.

Legion organizes military memorabilia show-and-tell at museum in Collingwood

<https://www.collingwoodtoday.ca/local-news/museum-legion-co-host-show-and-tell-event-featuring-military-memorabilia-9769803>

Royal Canadian Legion Branch 344 holds event for Oktoberfest

<https://www.blogto.com/events/oktoberfest-2024-toronto-waterfront-royal-canadian-legion-344-toronto/>

Legion Branch 234 in Guelph holds event for annual Scottish Festival

<https://www.guelphtoday.com/local-news/celebrate-scottish-heritage-at-the-guelph-legion-scottish-festival-9494054>

Stanstead legion "hopping" after starting Karaoke night

<https://app.meltwater.com/newsletters/analytics/view/56154fc35b5372d8d76df4e0/distribution/6709148f90e732001370d385/document/2zaaqv40eHsaK24m2ZEXQVzQ6BA>

Branch 142 displays new mural celebrating veterans

<https://haldimandpress.com/remembrance-day-new-mural-at-dunnville-legion-branch-142-a-celebration-of-canadas-glorious-veterans/>

*Legion Branch changes the way they sell wreaths*

<https://www.townandcountrytoday.com/barrhead-news/barrhead-legion-changes-the-way-they-sell-wreaths-9748141>

### **ON A LIGHTER NOTE!**

Stories involving the Legion in some lighthearted or notable way.

A Royal Canadian Legion Halloween

<https://www.100milefreepress.net/community/a-royal-canadian-legion-halloween-7615869>

CAF centennial

[Get up close to the special CF-18 Hornet painted to celebrate the air force's centennial | CBC News](#)

NL “screech-in”

[Legion will offer screech-ins tomorrow as 9,000 cruise ship passengers and crew expected in Corner Brook - 100.1 BayFM](#)

Donate to the Legion

*(Letter to the Editor in the Winnipeg Free Press, Nov. 13)*

**Favour for a soldier**

My son currently serves in the Canadian Army Reserve and took his dress uniform in last week for tailoring at 17 Wing. Unfortunately when he got back home his dress pants were missing from his garment bag. He went Monday back to 17 Wing but was informed that his pants could not be found. He would have to order pants online and would be five business days. He started to panic as Remembrance Day was a week away and there was no guarantee his new pants would arrive in time.

Being a veteran myself, I reached out to fellow veterans that I knew to try and see if anyone had a pair they could lend but unfortunately that turned out flat. Even a retired supply technician from 17 Wing reached out to the supply technicians at 17 Wing to search again but no luck.

My son was concerned that he was going to face disciplinary action for not having his proper uniform for the special day of Nov. 11. I happened to be driving to work on Sargent Thursday morning and remembered there was a surplus store there called Marway Militaria. I waited for them to open and called them explaining my son's dilemma. I was told they would look in the warehouse and get back to me later in the afternoon to see if they had anything in his size.

I received a call later that day at approximately 17:00 letting me know they had a couple of pairs in his size and would hold them for him. My son was beside me and, though normally stoic, was instantly relieved with an expression on his face like he just won the lottery. He agreed to pick them up Friday morning.

When I asked how much he owes them, they simply replied “nothing.” I asked again saying it took time away from other customers and it's their business to sell this stuff. I was told “we can't charge a young soldier for trying to do his duty on a special day.”

I was speechless. I asked if there was anything else we can do. They responded with “you can make a donation to our in-store Legion poppy fund if you choose.” I indicated my son would be happy with that.

I was so impressed with this simple gesture that this business made to help a veteran help his current serving son that I just had to share.

Jeffrey McInnes  
Winnipeg

# National Headquarters

## Legion names new PhD scholarship winner

As part of its mandate to support research, the Legion is now financially supporting a PhD student. Read more about this year's award recipient.

<https://www.legion.ca/news/articles/2024/11/19/first-legion-phd-scholarship-recipient-improving-ptsd-treatment-for-veterans>

## The importance of service dogs

The Legion recently had the opportunity to provide a national opinion article related to Veteran well-being, and focused on service dogs.

<https://www.legion.ca/news/articles/2024/12/06/veterans-mental-health-and-the-service-dog-connection>

*(Original/published piece cannot be accessed without a subscription: [Veterans, mental health, and the service dog connection - The Hill Times](#))*

## Media resurrect “prayer” issue at Remembrance ceremonies

The Legion had to clarify again this year after a political party and media decided to resurrect the 2023 CAF directive related to Chaplains praying at CAF events.

[Liberals deny Remembrance Day 'prayer ban,' despite Conservative claim | National Post](#)

## Partnership with Lépine apartments supports Veterans

A national partnership with this organization translates in several ways, including special recognition of the National Silver Cross Mother at a home game in Ottawa, and an invitation for Veterans to attend game. Here's a related story.

[Lepine Apartments invites veterans and their families to Ottawa Senators' home games | Spare News | pentictonherald.ca](#)

## Poppy Campaign and Remembrance related news updates

Various updates were shared nationally throughout the campaign and during the Remembrance period to keep media and other stakeholders well informed.

- <https://www.legion.ca/news/2024/10/16/ceremonial-first-poppy-presented-to-canada-s-governor-general>
- <https://www.legion.ca/news/articles/2024/10/18/coming-up-legion-2024-national-poppy-campaign>
- [Amazonian access! Legion offers lapel Poppies through new Amazon collaboration](#)

- <https://www.legion.ca/news/articles/2024/10/25/the-royal-canadian-legion-2024-national-poppy-campaign-gets-underway>
- <https://www.legion.ca/news/articles/2024/10/26/honouring-a-century-of-service-a-special-flypast>
- <https://www.legion.ca/news/articles/2024/11/01/the-royal-canadian-legion-names-canada-s-2024-national-silver-cross-mother>
- <https://www.legion.ca/news/articles/2024/11/06/an-rcaf-veteran-s-story-the-importance-of-remembrance>
- <https://www.legion.ca/news/articles/2024/11/11/the-royal-canadian-legion-hosts-canada-s-2024-national-remembrance-day-ceremony>

**Other sample pieces related to National Headquarters partnerships:**

[Complimentary CN Tower admission for Canadian veterans on November 11 & 12 - NOW Toronto](#)

[The Royal Canadian Legion We Remember Lapel Pin : Amazon.ca: Clothing, Shoes & Accessories](#)

[Royal Canadian Legion partners with Amazon to sell poppies | National Post](#)

(French) [Les ventes de coquelicots sur Amazon stimulent les dons pour les vétérans canadiens | Radio-Canada](#)

**Current national issues affecting Veterans**

This section highlights any matters currently affecting Veterans, as reported in media.

Ontario government introduces bill expanding recognition for living veterans and condemning acts of stolen valour

<https://news.ontario.ca/en/release/1005270/ontario-honouring-all-veterans-and-condemning-acts-of-stolen-valour>

Concerns the continuity of remembrance and supporting veterans

<https://www.canadianinsider.com/tipping-point-new-survey-finds-more-canadians-have-seen-a-youtube-video-about-the-world-wars-than-have-met-a-veteran-of-those-wars>

Niagara regional government receives \$760,000 in federal funding to help unhoused veterans

[https://www.niagarafallsreview.ca/news/council/effort-to-locate-and-assist-unhoused-niagara-veterans-aided-by-new-money-from-ottawa/article\\_73481357-64fa-5f88-81c7-40bbde44d042.html](https://www.niagarafallsreview.ca/news/council/effort-to-locate-and-assist-unhoused-niagara-veterans-aided-by-new-money-from-ottawa/article_73481357-64fa-5f88-81c7-40bbde44d042.html)

Federal money to help with homelessness

[Canada to provide \\$9M in funding for at risk veterans \(citynews.ca\)](#)

**Follow Legion National Headquarters social media**

Check out all the chatter and feedback when you can!

[Legion.ca](#)

[Facebook.com/CanadianLegion](#)

[Twitter.com/RoyalCdnLegion](#)

[Instagram.com/royalcanadianlegion](https://www.instagram.com/royalcanadianlegion)  
[youtube.com/user/RCLDominionCommand](https://www.youtube.com/user/RCLDominionCommand)  
[vimeo.com/royalcanadianlegion](https://www.vimeo.com/royalcanadianlegion)  
[Linkedin.com/company/royalcanadianlegion](https://www.linkedin.com/company/royalcanadianlegion)



# Feedback

## Government of Canada/VAC looking for commemorative proposals

We received a government request to share this information about commemorative proposals related to the No.2 Construction Battalion. Please read below for more.

(Veuillez voir le texte français ci-dessous)

Hello,

To increase awareness and to educate Canadians of the invaluable history of No. 2 Construction Battalion, Canada's only all-Black battalion-sized formation, the Government of Canada is launching a call for applications through Veterans Affairs Canada's Commemorative Partnership Program (CPP).

If you have a project or community war memorial commemorating No.2 Construction Battalion, you may be eligible for up to \$50,000 in funding through the Commemorative Partnership Program.

Organizations planning commemorative activities, developing educational materials, or wishing to build or improve community war memorials that commemorate No. 2 Construction Battalion, its members, and its ongoing legacy, are encouraged to apply.

Applications will be accepted on a first-come, first-served basis until 30 January 2025 through our [online portal](#).

Applications continue to be accepted on an on-going basis for requests of \$10,000 or less and should be submitted at least three months before the project start date.

- Up to a maximum of \$5,000 for local projects
- Up to a maximum of \$10,000 for regional projects

Please share this with other groups or organizations that could benefit from Commemorative Partnership Program support.

For more information, please visit the [website](#) or contact the CPP team at [cpp-ppc@veterans.gc.ca](mailto:cpp-ppc@veterans.gc.ca). We would be happy to help answer your questions or assist in applying via the online portal.

Thank you,

The Commemorative Partnership Program team  
 Veterans Affairs Canada  
[cpp-ppc@veterans.gc.ca](mailto:cpp-ppc@veterans.gc.ca)

Bonjour,

Afin de sensibiliser davantage et d'éduquer les Canadiens et Canadiennes sur l'histoire inestimable du 2e Bataillon de construction, la seule formation entièrement noire de la taille d'un bataillon de l'histoire militaire canadienne, le gouvernement du Canada lance un appel de candidature dans le cadre du Programme de partenariat commémoratif (PPC) du ministère des Anciens Combattants Canada.

Si vous avez un projet ou un monument commémoratif de guerre commémorant le 2<sup>e</sup> Bataillon de construction, vous pourriez être admissible à une subvention pouvant aller jusqu'à 50 000 \$ dans le cadre du Programme de partenariat pour la commémoration.

Les organisations et individus qui planifient des activités commémoratives, développent du matériel pédagogique ou souhaitent construire ou améliorer des monuments commémoratifs de guerre communautaires qui commémorent le 2e Bataillon de construction et ses membres sont encouragés à postuler.

Les demandes seront acceptées selon le principe du premier arrivé, premier servi jusqu'au 30 janvier 2025 par l'intermédiaire de notre [portail en ligne](#).

Les demandes sont toujours acceptées sur une base continue en ce qui concerne les demandes de financement de moins de 10 000 \$. Elles devraient être soumises au moins trois mois avant la date de début du projet proposé.

- Jusqu'à 5 000 \$ pour les projets locaux
- Jusqu'à 10 000 \$ pour les projets régionaux

N'hésitez pas à partager ces renseignements avec d'autres groupes ou organismes qui pourraient bénéficier du soutien du Programme de partenariat pour la commémoration.

Pour plus d'informations, veuillez consulter notre [site Web](#) ou communiquez avec l'équipe du PCC à l'adresse : [cpp-ppc@veterans.gc.ca](mailto:cpp-ppc@veterans.gc.ca). Cela nous fera plaisir de répondre à vos questions ou de vous aider à soumettre votre demande sur notre portail en ligne.

Merci.

L'équipe du Programme de partenariat pour la commémoration  
Anciens Combattants Canada  
[cpp-ppc@veterans.gc.ca](mailto:cpp-ppc@veterans.gc.ca)



# Events of note

## Events of note (December-January)

- **December 23 – January 1 inclusive** – National Headquarters closed for holiday period
- **Wednesday, January 22, 2025** – Bell Let's Talk Day (mental health) with some National Headquarters PR support