



2023 Poppy Campaign

Poppy Campaign Webinar for Branches
5 October 2023



Agenda

- The First Poppy
- Poppy Campaign Webpage
- Remembrance Day Ceremony Locator
- National Youth Remembrance Contests
- Poppy Stories
- 2023 Corporate Support
- Pay Tribute
- Poppy Trademark
- Questions and Answers

The First Poppy

- On October 20th, Royal Canadian Legion Dominion President, Bruce Julian, will present the symbolic First Poppy to Governor General Mary Simon
- The First Poppy presentation is the ceremonial start of The Royal Canadian Legion's annual Poppy Campaign
- **2023 Poppy Campaign: 27 October to 11 November**



Poppy Campaign Webpage

- The Poppy Campaign webpage on the Legion Member Services Website contains the most up-to-date information on the Poppy Campaign
- <http://portal.legion.ca/2023-campaign>
- Bookmark the webpage and check back often for the latest updates!



Remembrance Day Ceremony Locator

- Help Canadians attend their local Remembrance Day Ceremony
- All Branches hosting or supporting a Remembrance Day Ceremony are encouraged to submit events details online at: www.Legion.ca/add-your-ceremony
- National television and radio public service announcements have been developed to invite listeners to visit www.Legion.ca/ceremony to find their local Remembrance Day Ceremony
- Share these public service announcements with broadcasters in your area. Available on the Poppy Campaign webpage: <http://portal.legion.ca/2023-campaign>

Country * City, Province OR Postalcode * Radius *

Canada Ottawa, ON 35 km Search

4 Results Found [Is your Legion branch hosting a Remembrance Day ceremony? Submit your ceremony location here.](#)

National War Memorial - Monument commémoratif de guerre du Canada 3.56 km

Wellington Street
Ottawa, ON K1P 5A4

November 11, 10:00 AM

[Details](#)

Host Legion Branch
13-013 NATIONAL HEADQUARTERS

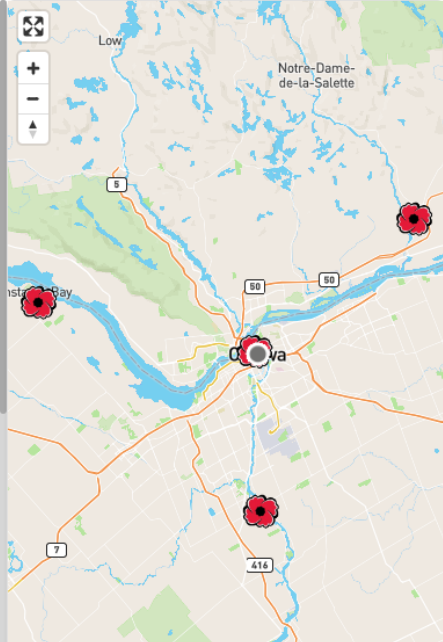
Manotick 18.72 km

5550 Ann Street
Manotick, ON K4M 1A3

November 11, 10:30 AM

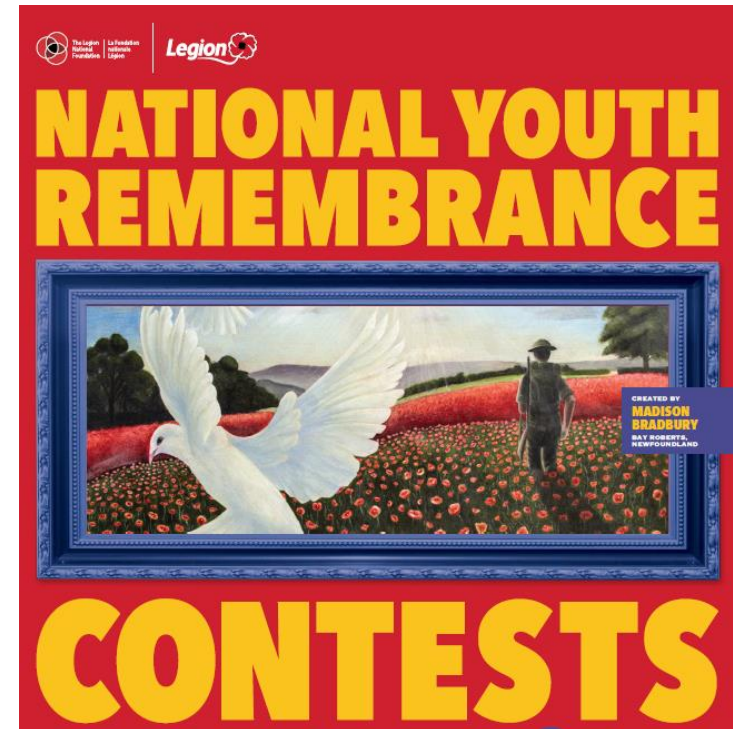
[Details](#)

Host Legion Branch
05-314 SOUTH CARLETON



National Youth Remembrance Contests

- Important updates to the National Youth Remembrance Contests have been made
- What's New?
 - A fresh new look
 - A new name of the Literary Contest
 - An updated program booklet and poster
 - A new website: www.RemembranceContests.ca
 - A new Video Contest

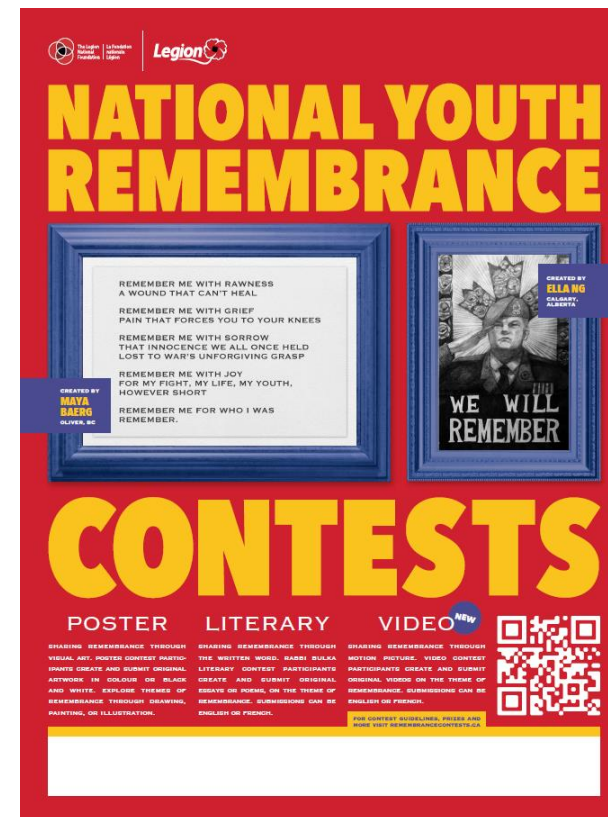
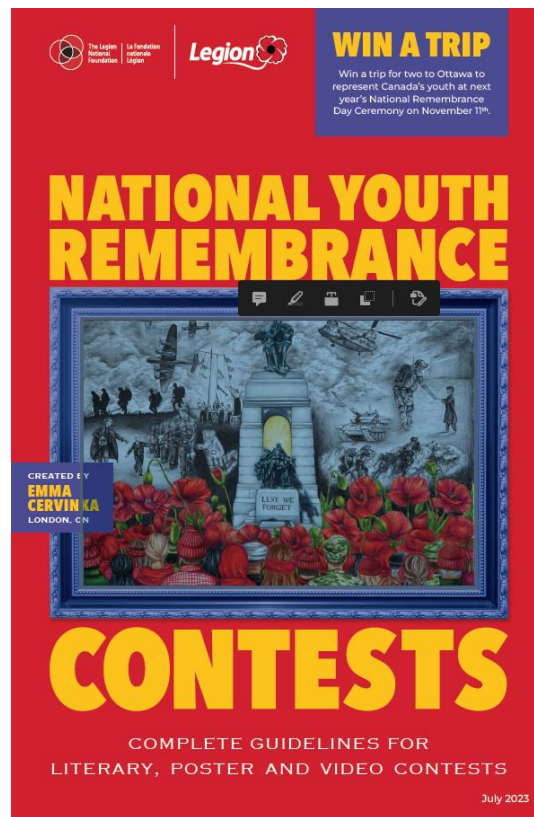


New Look and Name

- Now collectively known as:
 - National Youth Remembrance Contests
- Three contests:
 - Poster Contest
 - Rabbi Bulka Literary Contest
 - Video Contest



Updated Program Booklet and Poster



New Website

- www.RemembranceContests.ca



NATIONAL YOUTH REMEMBRANCE CONTESTS

Through the annual National Youth Remembrance Contests, Canadian youth and children are invited to honour Canada's Veterans, help perpetuate Remembrance and foster the tradition of Remembrance amongst Canadians through visual art, writing, and now video.

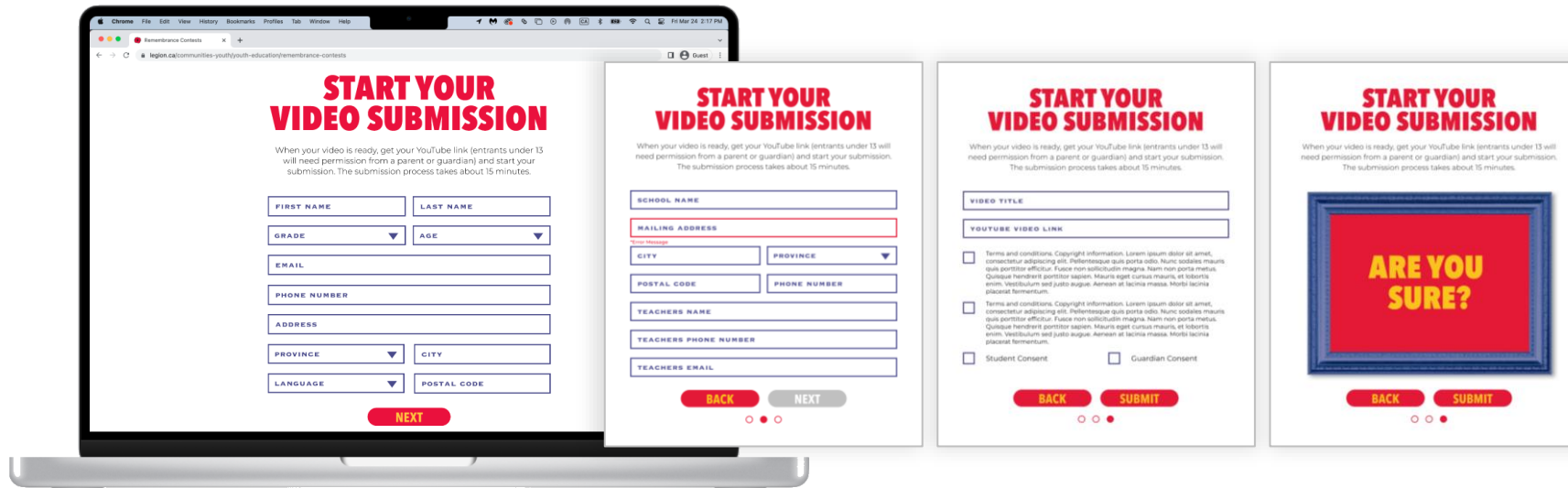
All winners are awarded a cash prize for their work.

First Place Senior Winners are eligible for our most prestigious award – a trip to Ottawa and an opportunity to represent the youth of Canada at the National Remembrance Day Ceremony, made possible by the Legion National Foundation.



Video Contest

- Submissions to be sent directly to Provincial Commands via www.RemembranceContests.ca
 - Entry form is online only and judging will be completed by Provincial Commands
- Intermediate and Senior levels only



Poppy Stories

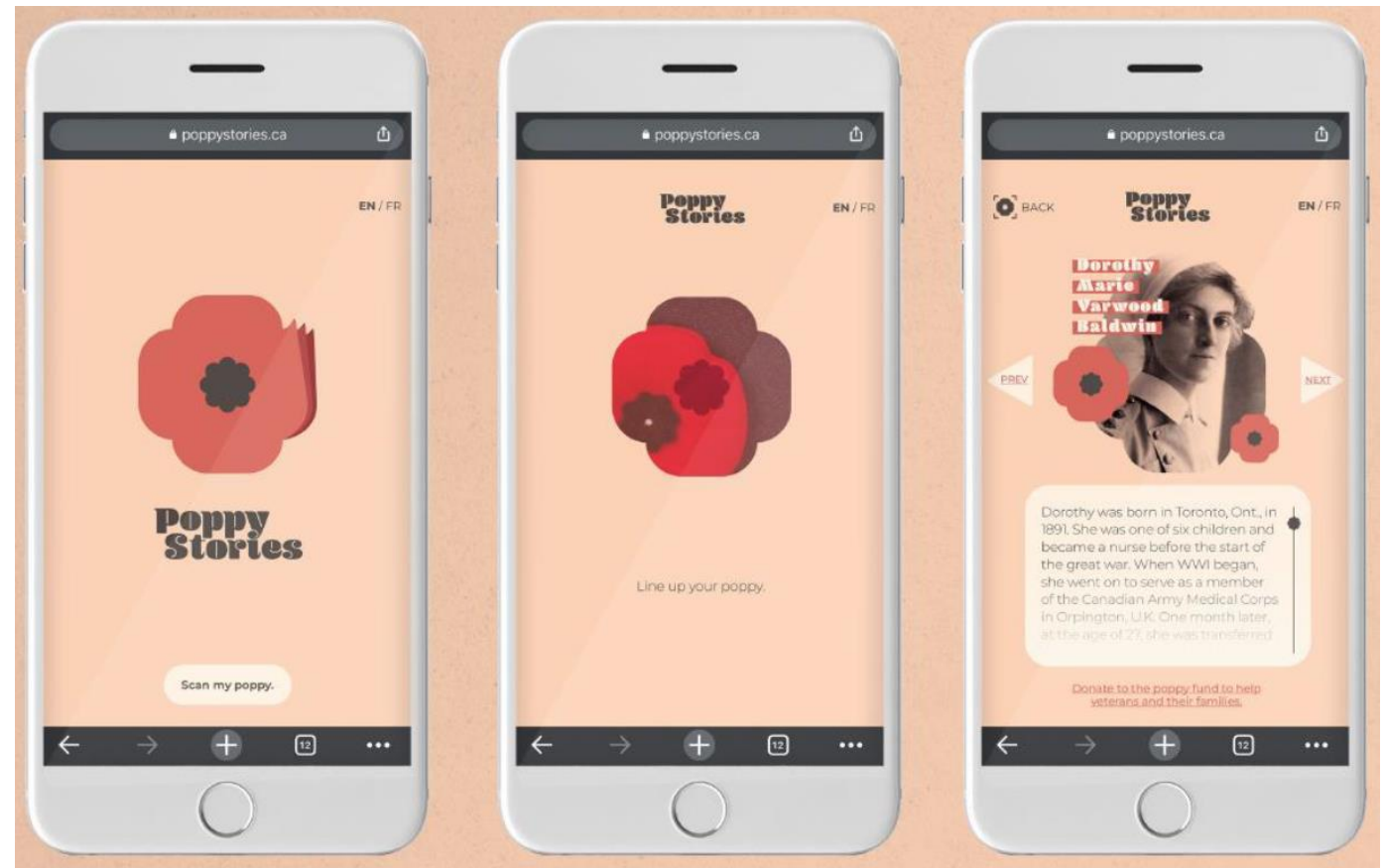


This year, scan your Poppy
at poppystories.ca

Meet a Canadian with
a story to remember.

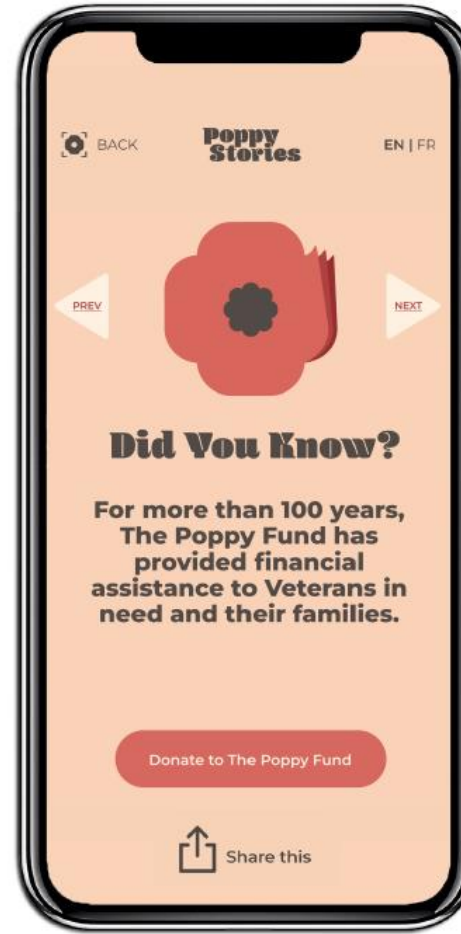
Poppy Stories

- Following last year's success, 50 new stories have been developed for 2023
- Focus on fallen Peacekeepers to commemorate 75 years of Peacekeeping



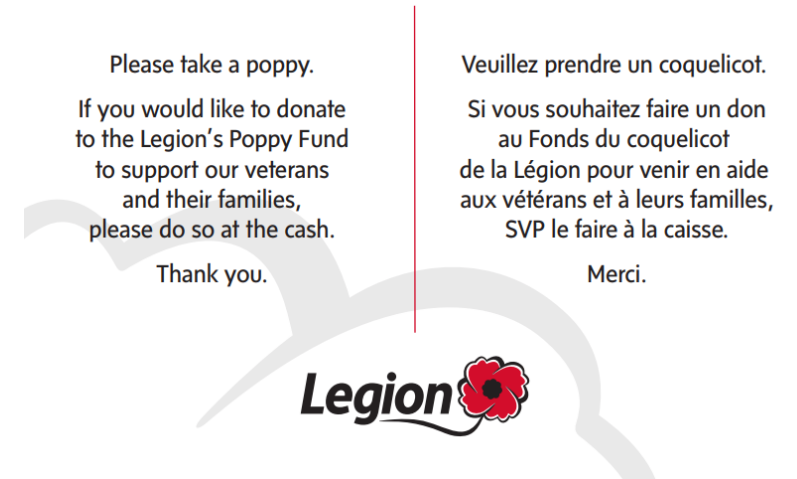
Poppy Stories

- 22,500 postcards have been distributed by VAC to schools across the country to promote this program
- Tent cards have been distributed to Branches through Provincial Commands
- Social sharing option has been added



2023 Corporate Support

- Visit the Poppy Campaign webpage for the list of businesses who wish to support the Poppy Campaign across their locations: <http://portal.legion.ca/2023-campaign>
 - Check back often as the page is being updated regularly
- The below indicates each business's scope of participation:
 - **Volunteers on site:** Businesses allowing Legion volunteers to distribute Poppies at their locations.
 - **Poppy Box on site:** Businesses requesting to have Branches supply Poppy boxes at their locations.
 - **Point of Sale with Branch support:** Businesses will collect donations through Point of Sale (PoS) transactions. Branches are requested to supply Poppy boxes and will receive donations collected directly from that location.
 - Branches may download and print this 'Please take a Poppy' tent card as optional countertop signage for these businesses.



2023 Corporate Support

- **Point of Sale with Dominion Command support:** Businesses will collect donations through their centralized Point of Sale (PoS) transaction system. Dominion Command will supply Poppy boxes directly to the locations. Branches will receive funds collected in their area following the campaign via a Legion electronic transfer of funds (EFT).
- **Corporate Donation:** Organizations that have chosen to make a donation to the Centralized Poppy Fund on behalf of their employees and/or customers. Dominion Command will supply the Poppy boxes directly to their locations.
- **Starbucks, TD Canada Trust and Peoples Jewellers have all been sent these cardboard boxes. Please do not remove them.** If you have any questions, please contact poppycampaign@legion.ca
- Thank you for your Poppy Fund Direct Deposit Forms – we now have Poppy Fund EFT information from 1,150 Branches!



2023 CORPORATE SUPPORT

National Support	Locations requiring Branch support	Volunteers on site	Poppy Box on site	Point of Sale Poppies with Branch support	Point of Sale Poppies with Dominion Command support	Corporate Donation
Air Canada						✓
Amazon						✓
Arbor Memorial						✓
Best Buy Canada	✓	Oct 27-Nov 10	✓			✓
BMO	✓		✓			
Bulk Barn	✓	Oct 27-Nov 10	✓			
Canada Post	✓		✓			
Costco	✓	Nov 1-Nov 10				
Dollarama						✓
Federated Co-operatives Ltd & The Grocery People	✓	Oct 27-Nov 10	✓	✓		
HearingLife Canada	✓		✓			
Home Depot	✓	Oct 27-Nov 10	✓			
HSBC Bank Canada	Pay Tribute					
Hudson's Bay	✓	Oct 27-Nov 10	✓			
London Drugs Limited	✓	Oct 27-Nov 10	✓	✓		
Michaels	✓		✓			
Peoples Jewellers						✓
Princess Auto	✓		✓			
RBC	✓		✓			
Shoppers Drug Mart & Pharmaprix	✓	Oct 27-Nov 10	✓			
Spence Diamonds	✓		✓			
Starbucks					✓	
TD Canada Trust						✓
The North West Company					✓	
Tim Hortons, Burger King, Popeyes & Firehouse Subs	✓	Oct 27-Nov 10	✓			
Toyota						✓
VIA Rail Canada	✓	Oct 27-Nov 10	✓			
YETI						✓

Pay Tribute

- Year 4 of offering an additional fundraising channel for Canadians to donate through tap-enabled Pay Tribute boxes
- 1,000 boxes will be distributed to 380 Legion Branches and 127 HSBC Bank Canada branches
- Training sessions, including box set-up, troubleshooting, dashboard and best practices, are being offered from 17-19 October
 - Email to sign up for preferred session will be sent out today
 - If you do not receive this email, please contact poppycampaign@legion.ca
- **Please ensure that Pay Tribute boxes are returned immediately following the Poppy Campaign to avoid late fees**



Poppy Trademark

- Help protect the Poppy symbol from commercialization, misuse, and unauthorized use
- The Dominion Command of The Royal Canadian Legion has registered the trademark of the Poppy image to safeguard the Poppy insignia as a symbol of Remembrance
- All use requests must be authorized by **Dominion Command**
- If you see unauthorized uses, please report them to poppytrademark@legion.ca
- The Poppy can never be used as a symbol of Remembrance for profit or personal gain and can never be made as edible products or be placed where it can be walked on
- For more information, visit: www.Legion.ca/poppy-trademark



The Remembrance Poppy

REGISTERED TRADEMARK

of The Royal Canadian Legion, Dominion Command

The Dominion Command of The Royal Canadian Legion has registered the trademark of the Poppy image to safeguard the Poppy insignia as a symbol of Remembrance. The People of Canada also provided enhanced protection to the Poppy insignia as a protected mark through an Act of Parliament in 1948.

The Legion has registered many variations of the Poppy image (lapel poppy, Poppy logo, symbols and flower) as trademarks and also has registered the trademark POPPY. The ensuing rights prevent unauthorized use, especially in the context of Veterans, remembrance and fund-raising for each trademark.

The Poppy can never be used as a symbol of Remembrance for profit or personal gain and may not be used without the express written permission of Dominion Command by any organization, group, community, or individual for commercial or charitable display or public distribution.

Learn more about the trademark:
legion.ca/poppy-trademark



Questions and Answers

