

# Poppy Manual

December 2023 edition



**VIMY 1917**

**BIRTH of a NATION**



1-888-556-6222 · [legion.ca](http://legion.ca)

December 2023



# Table of Contents

<b>CHAPTER 1: INTRODUCTION</b> .....	<b>5</b>
THE GUARDIANS OF REMEMBRANCE.....	5
THE POPPY CAMPAIGN.....	5
THE POPPY MANUAL.....	6
<b>CHAPTER 2: RESPONSIBILITIES</b> .....	<b>7</b>
GENERAL.....	7
DOMINION COMMAND.....	7
PROVINCIAL COMMANDS.....	8
DISTRICTS AND ZONES.....	8
BRANCHES.....	9
INTERNATIONAL ZONES AND BRANCHES.....	10
PROMOTIONAL AND REPORTING MATERIAL.....	10
SUMMARY.....	11
<b>CHAPTER 3: THE BRANCH CAMPAIGN</b> .....	<b>12</b>
GENERAL.....	12
OPENING THE CAMPAIGN.....	12
CHAIR.....	13
VICE-CHAIR.....	13
SUB-COMMITTEES.....	14
PUBLICITY AND PROMOTION CHAIR.....	14
SCHOOL DISTRIBUTION.....	15
EVENT SPEAKERS COORDINATOR.....	15
MATERIAL AND SUPPLIES.....	15
ADVANCE SALES.....	16
TELEPHONE AND COMMUNICATION.....	16
AREA PLANNER AND DISPATCHER.....	17
DOOR-TO-DOOR, OFFICE AND FACTORY CANVASSING.....	17
MAIL CAMPAIGN.....	17
POPPY TRUST FUND TREASURER.....	17
POPPY STICKER PROGRAM COORDINATOR.....	18
POPPY MATERIAL RENTAL COSTS.....	21
AFTER THE CAMPAIGN.....	21
<b>CHAPTER 4: THE DO'S OF POPPY TRUST FUNDS</b> .....	<b>22</b>
ELIGIBILITY.....	22
APPROVED USE OF POPPY TRUST FUNDS.....	22
SPECIAL USE EXPENDITURES.....	25
APPLICATION FOR SPECIAL USE OF POPPY TRUST FUNDS.....	31
<b>CHAPTER 5: THE DON'TS OF POPPY TRUST FUNDS</b> .....	<b>32</b>
<b>CHAPTER 6: CONTROL OF POPPY TRUST FUNDS</b> .....	<b>34</b>
POPPY TRUST FUND COMMITTEE.....	34
GRANTS AND BURSARIES.....	34

SPECIAL USE EXPENDITURES .....	34
BRANCH SERVICE OFFICER.....	35
PROHIBITED EXPENDITURES .....	35
PUBLIC NOTICE .....	35
POPPY TRUST FUNDS AND THE PUBLIC .....	35
RECORD KEEPING.....	36
BRANCH FINANCIAL REPORTS, POPPY TRUST FUND .....	36
PROVINCIAL COMMANDS, FINANCIAL REPORTS.....	37
BRANCH STATUS REPORT — POPPY TRUST FUND .....	37
<b>BRANCH STATUS REPORT .....</b>	<b>40</b>
<b>CHAPTER 7: GUIDELINES GOVERNING THE USE OF THE POPPY TRADEMARK.....</b>	<b>41</b>
PURPOSE .....	41
POPPY AND REMEMBRANCE COMMITTEE.....	41
SYMBOL OF REMEMBRANCE .....	41
SYMBOL OF UNITY.....	43
THE LAPEL POPPY.....	43
HISTORY OF THE POPPY TRADEMARK.....	45
CANADIAN INTELLECTUAL PROPERTY OFFICE .....	46
WHAT IS A TRADEMARK?.....	46
REGISTERED VERSUS UNREGISTERED TRADEMARKS .....	46
TRADEMARK NOTICE .....	46
CONSISTENT USE .....	47
INFRINGEMENT .....	47
RIGHTS OUTSIDE CANADA.....	47
LEGION TRADEMARKS .....	47
POPPY TRADEMARK USAGE.....	47
<b>CHAPTER 8: GUIDELINES GOVERNING PERMISSION TO USE THE POPPY IMAGE.....</b>	<b>48</b>
SITUATIONS WHERE USAGE WOULD BE CONSIDERED .....	48
SIGNAGE .....	48
WEBSITES.....	48
PRINTED MATERIAL.....	48
REGALIA.....	48
UNIQUE REQUESTS.....	49
SITUATIONS WHERE USAGE WOULD NOT BE CONSIDERED .....	52
PROCEDURE TO REQUEST PERMISSION TO USE THE POPPY IMAGE .....	54
DECISION NOTIFICATION .....	55
ACKNOWLEDGMENT .....	55
ADVERTISING POPPY PRODUCTS.....	55
DISCOVERY OF MISUSE.....	55
MISUSE .....	55
CONCLUSION .....	56
REFERENCES .....	56
<b>GLOSSARY .....</b>	<b>57</b>

# Introduction

## THE GUARDIANS OF REMEMBRANCE

**101.** We, as Members of The Royal Canadian Legion, strive to keep the memory alive of the 120,000 Canadians who paid the supreme sacrifice in the service of Canada during war and on subsequent operations. 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; and
  - 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;
  - g.** ensuring that Poppy Trust Fund accounts are maintained in separate bank accounts from general funds at Branches; and
  - h.** ensuring that Branches have the option of electronic money transfer, contactless payment and tap donation for direct deposit into Poppy Trust Fund accounts.

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 Chair;
  - 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; and
- f. ensuring that Branches have the option of electronic money transfer, contactless payment and tap donation for direct deposit into Poppy Trust Fund accounts.

**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 Chair 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 January and submitted to the appropriate Provincial Command.** A copy of this form is shown on page 38 of this manual and instructions for its completion are contained in Chapter 6;

Branch Status Report — Poppy Trust Funds must be submitted to the appropriate Provincial Command by 31 January.

- i. ensuring that the general public is informed, through the local media, of the results of the campaign including the contributions received and the distribution of funds (See Section 606); and
- j. Branches can provide Poppy Trust Funds to District and Zones for prizes under the National Youth Remembrance Contests within the District and Zones.

## 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 International Zone or Branch in accordance with the General By-Laws, 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 & Remembrance Promotional Material Catalogue: Stock Number 200807** — This catalogue contains pictures and descriptions of the promotional material required to mount a successful campaign. Use the Poppy Promotional Material Order Form, stock number 200802, to place your order;
  - b. **Poppy Promotional Material Order Form: Stock Number 200802** — This form is used to order all of the promotional material featured in the Poppy & Remembrance Promotional Material Catalogue, stock number 200807. When completed, it is forwarded to your Provincial Command office which will fill your order;
  - c. **Wreath Catalogue: Stock Number 200817** — This catalogue is one piece of paper which displays Poppies, Wreaths and Crosses than can be purchased for your Poppy Campaign. Use the Poppy and Wreath Order Form, stock number 200804, to place your order;
  - d. **Poppy and Wreath Order Form: Stock Number 200804** — This form is used to order your Wreath and Poppy supplies for the campaign. When completed, it is forwarded to your Provincial Command office which will fill your order; 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 January** 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., of this manual all Poppy Promotional & Reporting Material listed above including all Poppies and Wreath supplies **must** be ordered through Provincial Command. After the Poppy Campaign, all residual supplies of Poppies and Wreaths in your Branch are to be retained for future campaigns.

## **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; and
  - 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

### CHAIR

**304.** The key to a successful campaign rests with the Poppy Committee Chair, who is appointed by the Branch President. The Chair 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 Chair is also responsible to ensure that the people participating in the campaign receive instructions as to their roles and responsibilities. The position of Chair 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-CHAIR

**305.** The need to appoint a Vice-Chair cannot be over-emphasized. This person assists the Chair in any way possible and provides continuity in the event that the Chair 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. Event speakers Coordinator;
- d. Material and Supplies;
- e. Advance Sales, (wreaths and crosses);
- f. Telephone and Communication;
- g. Area Planner and Dispatcher;
- h. Door-to-Door Office and Factory Canvassing;
- i. Mail Campaign;
- j. Poppy Trust Fund Treasurer; and
- k. Poppy Sticker program coordinator.

## **PUBLICITY AND PROMOTION CHAIR**

**307.** The Chair 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 2, and it can be ordered through the Provincial Command which orders all Poppy Promotional Material from Dominion Command supply department. 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 promotional items that have a Remembrance theme, which are shown in the Promotional Material Catalogue and included on the Poppy Promotional Material Order Form; and
- 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; and
- iii. provide advice and assistance as requested.

## **SCHOOL DISTRIBUTION**

**308.** The Chair 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 National Youth Remembrance 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 necessary forms through the Legion Supply system or visit [www.legion.ca](http://www.legion.ca) and click on the link MEMBER LOGIN to log into the Membership Portal. Choose Branch and Command Resources > Poppy and Remembrance;
- 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 no later than mid summer; and
- e. ensuring that the Poppy material on hand, such as trays and info cards, are in good repair and of adequate quantities.

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 **WILL NOT** be re-sold or rented.



## 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 and crosses 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 crosses 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 crosses 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 and crosses to be placed at the Cenotaph by a Legion Member if the purchaser desires; and
  - c. in a timely manner after the Remembrance Day service, ensure that the wreaths and crosses are removed from the Cenotaph.

## 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 Chair 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 volunteers may have 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 staffed 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 Chair 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 and consideration of an email campaign as well.

### **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;
  - e. Poppy Trust Funds obtained during the Campaign must remain under the control of the Legion. Other Veterans groups or organizations may be permitted to take part in the Poppy Campaign but not in the distributing of Poppy Trust Funds; and
  - f. ensure the option of electronic money transfer, contactless payment and tap donation for direct deposit into Poppy Trust Fund account is available.

### POPPY STICKER PROGRAM COORDINATOR

318. 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 being able to wear 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 Veterans is the inspiration behind seeing this program expand across Canada.

The following year the program was expanded to include primary schools.

## **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 Chair 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 Veterans who are housed in various facilities 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 Chair 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.b. 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 within the Branch—A maximum of 3 months (1 Sept. to 30 Nov.) compensation at \$7 per sq.ft./year for 200 sq. ft. (a total of \$350 a year); 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. **The resale or rental of used wreaths and crosses is not permitted.**

# 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 Branch and Command level of the Legion. They may not be used as, or in place of, general or any other Branch funds.

'Families' is defined as current or surviving spouse and dependant children



- a. **Credibility and public support are enhanced when funds are used in the correct and proper manner. The improper use of these bylaws and guidelines will cause the offending Branch or command the penalty of repaying amounts not properly approved, from Poppy Funds, to be repaid from general funds.**
- b. The basic purpose and obligations of the Poppy Trust Fund are to assist Veterans as defined in Subsection 101.d of the General By-Laws and their families. In this regard any use of Poppy Funds must focus on directly supporting Veterans and their families.
- c. Poppy Trust Funds may also be donated to a centralized Command Poppy Trust Fund.
- d. Donations may be given to Veterans of Commonwealth countries as defined in Subsection 101.d of the General By-Laws who reside outside Canada and are in need of assistance. These funds will be paid to the Royal Commonwealth Ex-Services League (RCEL) through Dominion Command.
- e. Donations may be given to sanctioned Veterans programs. Programs that are exclusively within the territory of a single province are the responsibility of the applicable Provincial Command. Programs that cross provincial borders are national in scope and require to be preauthorized by Dominion Command.

## 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 Command approved Poppies, wreaths, a ribbon machine and ribbon supplies, 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 this Manual.
- 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 and transaction fees for fees associated with Poppy related transactions. No expense related to the rental or purchase of a POS machine is allowed as these are not expenses that would be exclusive to the Poppy campaign.
- d. 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 are required. Alcoholic beverages are not authorized.

## ii. Ceremony

- a. funding of the 2 Minutes Wave of Silence program at all levels of the Legion.
- b. up to 50% of the cost of a bugler and/or piper to a maximum of \$100.00 during the Remembrance Day ceremony only.

## iii. Assistance

- a. reasonable expenses of the Provincial Command Service Officer that are directly related to service work, including seminars, as defined by the Provincial Command.
- b. reasonable expenses of the Branch Service Officer that are directly related to service work including seminars. 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 or their surviving spouses who are hospitalized, in long term care facilities, in a nursing home or who are incapacitated and are being cared for at home or those currently serving Members deployed outside Canada. 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.

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



- d. acquisition, maintenance, rental and monitoring of a medical alert system for Veterans or their surviving spouses to a maximum of \$1,500 annually.
- e. donations to the RCEL as per Section 401.
- f. emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine, medical devices /equipment and necessary transportation. Assistance for the purchase of cellphones, with no fixed plans attached, that can be reloaded with minutes, i.e.: prepaid cellphones as it would assist homeless or near-homeless Veterans to maintain contact with the various organizations such as the Legion, VAC, etc. while trying to help them leave the streets. Assistance cannot be continued over an extended period but may be offered more than once to an individual.

#### 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 Chair or, if required expenses for a replacement to attend Poppy and Remembrance seminars. Reasonable expenses of the Branch Veterans Service Chair OR Branch Service Officer to attend are also authorized; and
- b. reimbursement of reasonable expenses incurred by Branches in hosting any type of Mental Health seminar, education program, OSI/PTSD program or any type of Mental Health First Aid training to acquire the skills necessary to assist Veterans and their families who may be in need of this assistance within their communities

#### vi. Education

- a. the granting of bursaries to students who are Veterans, children, grandchildren, great-grandchildren, spouses or surviving spouses of Veterans; **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.

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





- c. distribution of Poppy and Remembrance material, to be used in schools.
- d. prizes for National Youth Remembrance Contests.

**vii. Provincial Command Charitable Foundation**

- a. Poppy funds that are transferred to a Charitable Foundation are still governed by the rules outlined in the Poppy Manual.

**viii. Homeless Veterans provincial programs**

**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. Also refer to Section 603 of this manual.

In accordance with Subsection 130.b. of The General By-Laws, the financial year for Poppy Funds shall commence on the first day (1st) of January and terminate on the thirty-first (31st) day of December in each calendar year. References to “annual” or “yearly” basis refer to this time frame.

**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 or Executive 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 or Executive 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. 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 each use. Multiple allocations may be made in each category of 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.

#### **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)

Up to 50 percent of the current balance, to assist in minor repairs or furnish housing accommodation and care facilities, including hospice facilities and hospital wards/rooms for Veterans.

**b. Medical Training and Medical Research:**

(prior Provincial Command approval is required)

Up to 50 percent of the current balance, for medical training and medical research with a focus on Veteran support. To include funds for the training of personnel as identified and as approved to operate the Branch defibrillator.

**c. Medical Appliances:**

(prior Provincial Command approval is required)

Up to 50 percent of the current balance such as but not limited to, medical thermal imaging cameras and defibrillators which will assist in the care of Veterans within the community.

**d. Veteran Services:**

(prior Provincial Command approval is required)

Up to 50 percent of the current balance, for support of Legion Branch drop-in centers or facilities that support Veterans services only as long as these provide known support to Veterans in the community.

**e. Relief of Disasters:**

(prior Provincial Command approval is required)

Up to 50 percent of the current balance, for donations for relief of disasters declared by the federal or provincial governments. Funds raised for this use must be allocated as per the direction for use of Poppy Funds outlined in this manual. Additionally this provision can include a one-time expenditure per event of up to \$500 for Branch public safety items necessary for the protection of our Veterans (i.e. touchless hand sanitizing stations).

**f. Monuments:**

(prior Provincial Command approval is required)

Up to 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. For Legion-owned monuments, 50 percent of the current balance may be used for the purpose of constructing, maintaining or preserving the monument. The use of Poppy Funds to maintain or preserve local monuments, cenotaphs and war memorials is limited to the statue or structure itself and does not include landscaping or other grounds maintenance.

**g. Support of Cadet Units:**

(prior Provincial Command approval is required)

Once a year, up to 20 percent of the balance on the 30th of September, 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, Air Cadets, Navy League Cadets and Junior Canadian Rangers. An allotment would be for assistance to Cadet units, not reimbursements for individual expenses. See “Example” in Subsection 403.i.e.

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



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.



**h. Biannual Veterans Visit:**

(prior Provincial Command approval is required)

Up to \$35.00 per meal, per Veteran/spouse, to provide a biannual visit to Branches and/or when not feasible due to the age/condition of the Veterans, to also host in a convenient location both for the Veterans and a spouse/caregiver who is accompanying a Veteran, or a Veteran's surviving spouse 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. Details of the event and receipts must be submitted after the event.

**i. Transportation:**

(prior Provincial Command approval is required)

Up to 50 percent of the current balance, for occasional day trips for Veterans.

**j. Accessibility Modifications:**

(prior Provincial Command approval is required)

Up to 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 and only one entrance per Branch. 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 or other modifications outlined in the criteria contained in provincial regulations concerning retrofitting of premises for accessibility for the purpose of assisting Veterans, their families and other persons with disabilities.

**k. Money Sorting Machine:**

(prior Provincial Command approval is required)

Up to 10 percent of the cost or maintenance cost of a coin or bill machine designed to count/sort/wrap coins or bills 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. Transition Programs for Veterans:**

(prior Provincial Command approval is required)

Up to 25 percent of the current balance for the purpose of funding transition programs related to the training, education and support needs of Veterans. Provincial Commands will be responsible to maintain a list of qualifying programs within their respective commands.

- i. Donations to BSO-OSI Veteran's Initiatives at the Branch level, (i.e. Op VetBuild, Buddy Check Coffee).
- ii. Donations to BSO-OSI Command Veteran's Initiative Programs and, for the research, development and evolution of these programs and projects.

**m. Operational Stress Injury Service Dogs:**

(prior Provincial Command approval is required)

Up to 25 percent of the current balance, for the purpose of supporting costs associated with the initial purchase of Operational Stress Injury Service Dogs.

**n. Support to Resource Centres:**

(prior Provincial Command approval is required)

Up to 25 percent of the current balance to support community programs and services to resource centres that support Veterans i.e Military Family Resource Centres.

**o. Support to a Visiting Hospice Program**

(prior Provincial Command approval is required)

With a view to supporting Veterans up to 25 percent of the current balance to support a Visiting Hospice Program as outlined in article 402.iii.c. Additionally article 501.iv.f applies.

**p. Custom-Made Adaptable Sports  
Equipment & Recreational Gear:**

(prior Provincial Command approval is required)

Up to 25% of the current balance towards the purchase of adaptable sports equipment or recreation gear for Veterans diagnosed with an OSI, injury, or permanent disability.

**NOTE:** When Poppy Funds are used to support organizations and causes vice individual support, the use of Poppy Funds must be promoted in the media, on the applicable web site and during official announcements when providing this support. The Poppy Fund logo is available through the applicable command office.

# Application for Special Use of Poppy Trust Funds

## Application For Special Use Of Poppy Trust Funds



(Please print)

Command: \_\_\_\_\_ Branch Name: \_\_\_\_\_ Branch #: \_\_\_\_\_

Branch Address: \_\_\_\_\_

Branch Telephone #: \_\_\_\_\_ Branch Fax #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone # / 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  Repair  Furnishings
- Poppy Manual Subsection 403.ii.b: **Medical** (Choose one of the following)
  - Medical Training  Medical Research
- Poppy Manual Subsection 403.ii.c: **Medical Appliance**
- Poppy Manual Subsection 403.ii.d: **Veteran Services Drop-In Centre for Veterans**
- Poppy Manual Subsection 403.ii.e: **Relief of Disasters declared by the Federal or Provincial Government**
- Poppy Manual Subsection 403.ii.f: **Monuments**
- Poppy Manual Subsection 403.ii.g: **Support of Cadet Units**
- Poppy Manual Subsection 403.ii.h: **Biannual Veterans Visit**
- Poppy Manual Subsection 403.ii.i: **Transportation**
- Poppy Manual Subsection 403.ii.j: **Accessibility Modifications**
- Poppy Manual Subsection 403.ii.k: **Coin sorting machine**
- Poppy Manual Subsection 403.ii.l: **Transition Programs for Veterans**
- Poppy Manual Subsection 403.ii.m: **Operational Stress Injury Service Dogs**
- Poppy Manual Subsection 403.ii.n: **Support to Resource Centres** (Choose one of the following)
  - Military Family Resource Centre  Other—Supporting Veterans
- Poppy Manual Subsection 403.ii.o: **Support to a Visiting Hospice Program**
- Poppy Manual Subsection 403.ii.p: **Custom-Made Adaptable Sports Equipment & Recreational Gear**

Current Poppy Account Balance as of date motion approved by Branch: \$ \_\_\_\_\_

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 Chair / Treasurer Branch President / Administrator

### **PROVINCIAL COMMAND APPROVAL** Copy of minutes may be required by Provincial Command.

YES By: \_\_\_\_\_ Date: \_\_\_\_\_

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

June 2023 2008.44

legion.ca

# 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 3 or 4 of this manual, you should contact your Provincial Command prior to the expenditure being made.

Failure to do so, or misuse of 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. purchase or rentals of 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.)

**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.





- c. home care, housekeeping services or grounds keeping, such as grass cutting, leaf raking, snow removal, etc. (Forward the request to the Provincial Command Service Officer, to determine if other benefits may be available through the Veterans Independence Program (VIP)).
  - 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 Section 402 of this manual.
  - f. General or non-specific donations to charities, registered or non-registered, or not for profits that do not meet the criteria listed in Sections 401, 402 or 403 of this manual. Examples include, Heart and Stroke Foundation, Canadian Cancer Society, March of Dimes, etc 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,j.
  - 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.

# 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; and
- 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.

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

## 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; and
- 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 EXPENDITURES

### 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 four general meetings per year. In such cases the Branch Executive Meeting may approve the application for “Special Uses” however, the application will clearly state that it was approved by the Branch Executive Meeting.

The General Membership will be notified of this expenditure at the next General Meeting following receipt of Command approval. 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 General By-Laws. 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 to provide valuable guidance regarding the manner in which Poppy Trust Funds may be utilized. The assistance of 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 or zone to minimize expenses.

### **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 General By-Laws of the Legion and policy in this manual.

- 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 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 Chair to correct any misinformation circulated concerning Poppy Trust Funds; and
  - 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 Status Report – Poppy Trust Fund is due at your Provincial Command office by 31 January following the reporting year

## **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. highlights strengths and weaknesses and assists Provincial Command Poppy Committees and Dominion Command to plan campaigns;
- c. in some provinces, Public Contribution Acts make it mandatory to submit a return; and
- 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:

- a. an annual audited statement of the Command Poppy Trust Fund Account for the previous fiscal year by 31st of March each year. Subsection 1206.b. of the General By-Laws refers; and
- b. the status of the Poppy Campaign conducted within the Command. For example, the report on the 2022 campaign is to be provided to Dominion Command by 31 March 2023.

### **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 January and ends 31 December of the reporting year and the report includes the most recent Poppy Campaign and the disbursements made up until 31 December.

For example, let us assume that the report is being completed for the period 1 January 2022 to 31 December 2022. The funds to be reported are the opening balance of the Poppy Trust Fund as of 1 January 2022, the money collected during the November 2022 Poppy Campaign, the funds disbursed up to and including 31 December 2022 and the closing balance of the Poppy Trust Fund as of 31 December 2022.

615. The form is to be completed in the following manner:

- a. **Title Line:** The name of the Branch and Command are required. The date of completion is the actual date the form is completed.
- b. **Poppy Trust Fund Statement:** The year used with these dates is the current fiscal year. For example, if this report is being prepared 20 January 2023, then the fiscal year commenced 1 January 2022 and ended 31 December 2022.
- c. **Due Date:** The completed form is due at your Provincial Command office by **31 January of the next fiscal year**. The sample report being used throughout this manual is a fiscal year that commenced 1 January 2022 and ended 31 December 2022. Therefore, in this example, the Poppy Trust Fund Status Report is due at the Provincial Command office no later than 31 January 2023.
- d. **Opening Balance:**
  - i. **A** – The amount of money to be shown here is the balance in the Poppy Trust Fund as of 1 January of the current fiscal 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 papers** – 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 Subsection 402.vi. of this manual.
- 3. Donations –** Donations 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 –  $E_1 + E_2 + E_3 + E_4 + E_5 = E_6$  -**  
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 -**  
 **$D_6 + E_6$  -** Enter the sum of D6 + E6 to obtain the total F.

**f. Closing Balance:**

- i. G — Balance in Branch Poppy Trust Fund as of 31 December -  $C - F = G$  -** 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 fiscal year which commences 1 January — the next day.

**H — Poppy Trust Investments -** Enter all investments in Poppy Trust Investments as of 31 December.

**I — Balance all Poppy Trust Funds as of 31 December -  $G + H = I$  -** Box G+H are added together to obtain this sum. (I)

**g. Certification:**

The Poppy Chair 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	BRANCH / FILIALE	COMMAND / DIRECTION	COMPLETED / EN DATE DU	
1 JAN. - 31 DEC.			DAY / JOUR	YEAR / ANNÉE

### OPENING BALANCE / SOLDE D'OUVERTURE

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

<b>D</b>	<b>CAMPAIGN EXPENSES / DÉPENSES DE LA CAMPAGNE</b>			
1.	POPPIES AND WREATHS / COQUELICOTS ET COURONNES			(D1)
2.	PROMOTIONAL MATERIAL / MATÉRIEL PUBLICITAIRE			(D2)
3.	STAMPS / TIMBRES			(D3)
4.	ADVERTISING IN LOCAL PAPERS / PUBLICITÉ LOCALE			(D4)
5.	OTHER LOCAL EXPENSES (Attach breakdown expenses related to the Poppy Campaign) As authorized by Article XI of the General By-Laws and Article 402 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 402 du Manuel du Coquelicot			(D5)
6.	<b>SUB TOTAL / SOUS-TOTAL</b>	<b>D1 + D2 + D3 + D4 + D5 = D6</b>		(D6)

<b>E</b>	<b>DISBURSEMENTS / DÉBOURSEMENTS</b>			
1.	GRANTS TO VETERANS AND THEIR FAMILIES SUBVENTIONS AUX VÉTÉRANS ET LEURS FAMILLES			(E1)
2.	BURSARIES / BOURSES D'ÉTUDES			(E2)
3.	DONATIONS (Attach list of donations) — As authorized by Article XI of the General By-Laws DONS (Joindre liste de dons) — Autorisés conformément à l'Article XI des Statuts généraux			(E3)
4.	PROVINCIAL ASSESSMENT / COTISATION PROVINCIALE			(E4)
5.	YOUTH EDUCATION PROGRAM / PROGRAMME D'ÉDUCATION DE LA JEUNESSE			(E5)
6.	<b>SUB TOTAL / SOUS-TOTAL</b>	<b>E1 + E2 + E3 + E4 + E5 = E6</b>		(E6)
<b>F</b>	<b>TOTAL EXPENSES &amp; DISBURSEMENTS / TOTAL DES DÉPENSES ET DÉBOURSEMENTS</b>	<b>D6 + E6 = F</b>		(F)

### CLOSING BALANCE / SOLDE DE FERMETURE

<b>G</b>	BALANCE IN BRANCH POPPY TRUST FUND BANK ACCOUNTS AS OF 31 DEC. / SOLDE DU FONDS EN FIDÉICOMMIS DU COQUELICOT DE FILIALE EN DATE DU 31 DÉC.	YEAR / ANNÉE		<b>C - F = G</b>	(G)
<b>H</b>	BALANCE IN POPPY TRUST INVESTMENTS AS OF 31 DEC. / VALEUR DES PLACEMENTS DU COMPTE DU COQUELICOT EN DATE DU 31 DÉC.	YEAR / ANNÉE			(H)
<b>I</b>	BALANCE OF ALL BRANCH POPPY TRUST FUNDS AS OF 31 DEC. / SOLDE DE TOUS LES FONDS EN FIDÉICOMMIS DU COQUELICOT DE FILIALE EN DATE DU 31 DÉC.	YEAR / ANNÉE		<b>G + H = I</b>	(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 CHAIR / PRÉSIDENT DU COMITÉ DU COQUELICOT : \_\_\_\_\_  
BRANCH PRESIDENT / PRÉSIDENT DE LA FILIALE : \_\_\_\_\_

February 2022 200837

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

YELLOW - BRANCH COPY  
JAUNE - COPIE DE LA FILIALE

legion.ca



# 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.

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



## 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.

## 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.
- a.** 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. 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 6 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 Poppy remains a visual pledge to never forget the 120,000 Canadians who served and sacrificed.

## **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 the 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 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.

## **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, except for the Legion approved black Poppy center, should be used to attach it to clothing.

The Poppy Banner may be flown during the Remembrance period.



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?**

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. 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 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 this office is a Special Operating Agency associated with Innovation, Science and Economic Development 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 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. Registered trademarks of Dominion Command of The Royal Canadian Legion include but are not limited to:

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

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

## POPPY TRADEMARK USAGE

**721.** It must also be reiterated that the Legion’s trademark and control of the Poppy image applies to all variations of the Poppy image when used in the context of Veterans, Remembrance and fund raising. Dominion Command as the sole authority for the use of this trademark will defend the Poppy trademark to the full extent of the law.

# 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 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 Coordinator, 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; and
  4. use by elected Members of provincial legislatures in the development of promotional Remembrance material.



- 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; and
  - 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. Legion Pilgrimage of Remembrance:**  
Nametags for Pilgrim.
- 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; and
  - iv. Branch websites for the Remembrance period in support of the annual Poppy Campaign.

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.

- I. **Websites:** When used to promote Remembrance, the use of the Poppy image on websites of Veterans' organizations, the Department of National Defence, the Canadian Cadet Organization, other youth or non-profit organizations, corporations, groups and individuals is permitted with authorization from Dominion Command of The Royal Canadian Legion.

## **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.
- 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;
  - iii. works or art, whether offered for sale or free distribution; and
  - iv. canvas or photographic memorial displays produced to commemorate Veterans or events by commercial vendors.
- d. Websites:**
- i. corporate and personal web pages designed for purposes other than solely to promote Remembrance;
  - ii. web pages that include the sale of commercial products;
  - iii. web pages 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; and
  - vi. usage will not be permitted on any commercial web pages 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; and
  - v. plaques of recognition to individuals other than Veterans.
- h. **Lapel Poppy:** Modifications to the current design or method of attachment to clothing.
- i. **Other:** The promotion, association or display of alcoholic beverages in any manner.

#### PROCEDURE TO REQUEST PERMISSION TO USE THE POPPY IMAGE

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

- 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 Coordinator, 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:
  - a. the name of the Command, Legion Branch, corporation or individual seeking approval;
  - b. a description of exactly how and where the Poppy will be used or displayed;
  - c. an explanation of why the Poppy usage is requested;
  - d. an indication of what period of time the Poppy will be used or displayed, as applicable;
  - e. 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;
  - f. 100% of the profits must go to the Legion Poppy Trust Fund; and
  - g. 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.** A decision on individual requests will be returned to the originating Command, Branch or organization/individual. If the usage request is approved, the Poppy image will be made in a variety of electronic formats in an attempt to meet the preference and needs of the originator.

### **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 Coordinator, Poppy and Remembrance Committee at Dominion Command.

### **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

825. This information was developed to provide guidelines governing the use of the registered Poppy trademark image. The Legion has been entrusted with the significant task of safeguarding the sacred Poppy, protecting it from misuse and commercialization. Our Canadian 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](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

### Allied Forces

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

### 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 the 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 Veterans, children, grandchildren, great-grandchildren, spouses or surviving spouses of Veterans; **who are in need of financial assistance.**

### Cenotaphs/Monuments

Cenotaphs are statues or structures erected to commemorate Canadian war dead or Veterans of an event associated with a Canadian military operation. Those structures include Memorial Walls and artifacts such as aircraft, Armoured Personnel Carriers, or cannons. A cenotaph is a monument that honours only a person or group of people whose remains are elsewhere.

### 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.

**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.

**Family**

Family is defined as current or surviving spouse and dependant children.

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

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 are part of the public trust between Canadians and The Legion. 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 January 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 the financial year for Poppy Funds shall commence on the first day of January and terminate on the 31st day of December in each calendar 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.

**Scholarship**

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

**Special Use of Poppy Trust Funds**

Poppy Trust Funds may be expended for “special uses” as outlined in Sections 1104 of the General By-Laws and Section 403 of this manual. It is mandatory that the listed procedures be followed and that approvals be obtained prior to expenditures.

**Special Use of Poppy Trust Funds Application Form**

This form is used to obtain approval for Special Use expenditures as listed in Section 403 of this manual.

**Spouse**

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.

**War Memorial**

A war memorial is similar to a cenotaph, but can honour an event, a victory, a loss, or the Fallen.

**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 and Wreath Order Form.

**legion.ca**



200134 DECEMBER 2023

**Dominion Command**

86 Aird Place, Ottawa, ON  
Canada K2L 0A1

*Poppy Manual December 2023 edition*