

**DOMINION COMMAND P&R COMMITTEE MEETING
24 NOVEMBER 2018, 0800 HRS EST LEGION HOUSE
MEETING MINUTES**

35-1

In Attendance:

Angus Stanfield	-	Chairman
Berkley Lawrence	-	Vice Chairman
John Ladouceur	-	Member
Glenn Hodge	-	Member
Kandys Merola	-	Member
Danny Martin	-	Secretary
K. Therien	-	A/Secretary

Absent:

Lorne Varga	-	Member
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1. OPENING RITUAL AND CHAIRMAN'S REMARKS

The meeting commenced at 0800 hours. The Chairman conducted the opening ritual and welcomed all committee members.

2. ADMINISTRATION

The following point was made by the Secretary:

- Claims for DEC members were to be submitted through the DEC admin chain

ACTION: Committee Secretary

3. NEW BUSINESS

The Chairman entertained requests to add new agenda items. The following items were added for discussion:

- 2018 Convention Update – Carried Resolutions

4. REVIEW/APPROVAL OF THE 12 APRIL 2018 POPPY & REMEMBRANCE COMMITTEE MEETING MINUTES

a. Minutes Approval - The 12 April 2018 Dominion Poppy & Remembrance Committee minutes were attached for committee review and approval. The members were asked to bring forward any items for discussion at this time.

MOTION: That the 12 April 2018 Dominion Poppy & Remembrance Committee minutes be approved as presented.

CARRIED

b. Business Arising From the Minutes

There were no questions concerning items from the 12 April 2018 minutes.

5. COMMITTEE TERMS OF REFERENCE AND MANDATE – REVIEW

The committee reviewed the Committee's Terms of Reference based on the Policy and Procedures Manual Annex P to Chapter 2 – 2014. There were no comments.

ACTION: Committee Secretary

6. LEGION FOUNDATION – COMMITTEE RELATIONSHIP

The Foundation's overall mission is to remember, honour, and assist those who have served or continue to serve in the Canadian Armed Forces and the Royal Canadian Mounted Police, through financial support of both programs and charities that carry on the tradition of Remembrance; and to support the education of CAF and RCMP families.

Tasked to accept and distribute donations for several initiatives, some of which were previously overseen by The Royal Canadian Legion:

- The Pilgrimage of Remembrance
- Artistic contests for youth
- Scholarships and bursaries
- The Remembrance Teaching Guide
- Helping the Veteran community

The committee felt that although the financial support for the programs listed above now falls under the Legion Foundation that the P&R Committee should retain the responsibility to manage the programs that have traditionally been part of the committee's listed responsibilities.

RECOMMENDATION: That the day to day operation and administration of the following programs should be overseen by the P&R Committee and funded by the Legion Foundation:

- The Pilgrimage of Remembrance

- Artistic contests for youth
- Scholarships and bursaries
- The Remembrance Teaching Guide

RECOMMENDATION: That Poppy Funds can be transferred to the Legion Foundation as required to support the programs that are authorized by the Poppy Fund. Such approval of such transfers would require a recommendation from the P&R Committee and subsequent approval by DEC.

ACTION: Committee Secretary

7. **POPPY COPYRIGHT TRADEMARK – AUTHORITY TO USE**

With a view to simplifying the use of the Poppy Trademark the committee reviewed the general principles by which the Committee Secretary could approve or deny requests for use:

a. **Secretarial Authority - Approval:**

- Not for profit use – i.e.
 - For display.
 - Internal use – i.e. within a school.
 - Remembrance promotion.
 - Local initiatives with all funds going to the Poppy Fund.

b. **Secretarial Authority – Denial:**

- For Profit – i.e.
 - Any effort to sell a Poppy for purposes other than the Poppy Fund.
 - As part of an advertisement.

c. **Submariner Badge** – Authority to use Poppy Trademark was requested by an individual as part of a submariner pin. As the Poppy represents remembrance and the Poppy Fund the committee did not approve this request.

ACTION: Committee Secretary

8. **POPPY COPYRIGHT TRADEMARK – PROBLEM AREAS**

The committee was briefed on the common areas of Poppy Trademark misuse which included:

- Branches – giving authority to use.
- Internet – rogue sites selling Poppy Trademark related items.
- Facebook – individuals selling Poppy Trademark related items.

For Legion branches it was directed that an information sheet on the Poppy Trademark “dos and don’ts” should be sent out to all branches.

ACTION: Committee Secretary

9. **REQUEST FOR POPPY FUNDS – IN HOUSE**

a. **T&F 2019 - New:**

Over the past decade the Legion National Youth T&F program has included a remembrance theme and an educational component to the program financed primarily through a VAC grant under the Commemorative Partnership Program. In 2018 the grant was not provided leaving the program to absorb certain costs associated with the educational/remembrance component.

In order to carry on this initiative and retain the current program it was requested that up to a maximum of \$12,000 be allocated out of Poppy funds.

RECOMMENDATION: In the event that a VAC Commemorative Partnership Grant is applied for and not accepted that up to a maximum of \$12,000 be allocated from Poppy funds to assist in the commemorative portion of the Legion National T&F program.

b. **Marketing 2019 – Repeat**

The marketing department will once again actively promote the Poppy Campaign through a series of social media and on-line initiatives as part of the 2019 Marketing Plan. Below is the detail on the two initiatives taking place between October and November 2019

- Social Media Paid ads (Twitter/Facebook/YouTube) + Facebook Live Promotion of NRD Ceremony and Poppy Drop - \$20,000
- Online banner advertising (October – Nov) - Learn about the Poppy/Get your poppy - \$25,000.00 - Total: \$45,000.00

RECOMMENDATION: That \$45,000 be allocated from Poppy Funds to support the 2019 marketing plan in support of the Poppy Campaign.

ACTION: Committee Secretary

10. REQUEST FOR SUPPORT FROM THE ARMY CADET LEAGUE

The Army Cadet League of Canada is requesting annual support in the amount \$2,000 to pay for the graduation reception and ceremony of remembrance as the end point for the Army Cadet Voyage In History. In addition, with Legion permission, each Army Cadet would receive a shirt with the Army Cadet Voyage in History logo and the Legion logo with poppy.

MOTION: It is recommended that the Dominion Command of the RCL sponsor the Army Cadet graduation reception and ceremony in relation to the Army cadet Voyage in History.

CARRIED

ACTION: Committee Secretary

11. OUTSIDE ORGANIZATIONS – REQUEST FOR FUNDS

In reference to requests for Poppy Funds at the national, provincial and branch level there is a disconnect on the application process, the promotional requirements, the accountability once funds are allocated as well as an unmonitored overlap between, branch, provincial and Dominion Command. Example: Healing Waters made an application for Poppy Funds at the National level and then proceeded to solicit funds from the provinces and individual branches. The areas of concern are:

- No standardized “application for funding” process/form,
- No required accountability nationwide – lack of communication,
- No follow up action process,
- No requirements to give credit to the Poppy Fund and Legion.

RECOMMENDATION – Establish a clear cut process to request use of Poppy Funds by national organizations by:

- Developing an application form which covers off the concerns listed above.
- Establishing a policy that requires any organization requesting Poppy Funds from more than one province to register with Dominion Command.
- Create a list of Poppy Fund recipients for publication on the national web site.

CARRIED

ACTION: Committee Secretary

12. POSTER & LITERARY CONTEST

- a. **Poster & Literary Prizes.** It has been brought to the committee's attention that certain branches are handing out financial prizes to all participants of their respective Poster & Literary Contests vice just the winners. The committee feels that this practice is an excessive use of Poppy Funds and reduces the incentive/impact of those that are selected as a winner or top three.

RECOMMENDATION Modify– article 402.vi.d. (prizes for Poster and Literary Contests) of the Poppy Manual to read: “prizes for the top three winners in the four competition categories”.

- b. **2018 Convention Resolution ON1/c** As per approved resolution in regard to recognizing the Poster& Literary Contest – Honorable Mention:

“That Dominion Command provides not only a certificate but also a monetary prize to the honourable mention of the Poster, Poem and Essay competitions and that Dominion Command change the honourable mention category to read third place to align with the other levels of the Poster and Literary competitions.”

RECOMMENDATION: Assign the following prize amounts to the third place winners of the Poster & Literary Contest: Senior \$250, Intermediate \$150, Junior \$125 and Primary \$100.

CARRIED

ACTION: Committee Secretary

13. RECOGNIZING ANIMALS OF WAR

The committee was informed that the Ontario Association of Veterinary Technicians (OAVT) has approached the Legion with a suggestion to acknowledge the use of animals in wartime.

“Although we represent Ontario Registered Veterinary Technicians (RVTs), we belong to a national organization that represents RVTs across Canada. We could get them on board to help out with us. Our members feel very strongly for animals, and would love to find ways to recognize the animals who have died in service to their country. We have a few ideas that would give Canadians the ability to show their remembrance and thanks to those fallen animals, while raising money for the Legion. We thought it would even be

nice to be able to promote that the money raised would go toward veterans who need assistance with money to get an emotional support or service dog. This is just the concept. We have some specific ideas in mind, but we are very open to feedback and other ideas. We wouldn't want to do anything unless we could team up with the Legion, and have the Legion's support."

The committee acknowledged that there is a growing number of requests for the Legion to recognize the use and sacrifice of animals in the service of the country as well as during wartime.

The committee considered the legitimacy of this concern as well as the growing groundswell of support in Canada for a Purple Poppy which is in use in other countries. As the Legion and the committee are totally opposed to the use of the Poppy for any other purpose besides remembrance and the Poppy Fund it was proposed that an alternate symbol be considered to acknowledge the use and sacrifice of animals in the service of the country by our armed forces.

The committee directed that more information was required on the issue and that they were in favour of an initial meeting with the Ontario Registered Veterinary Technicians as part of this initial research. Findings were to be presented at the next scheduled meeting.

ACTION: Committee Secretary

14. NAVY LEAGUE CADETS:

Currently the Poppy Manual under article 403.ii.g. allows support of the following

"Support of Cadet Units: (prior Provincial Command approval is required) 20 percent of the current balance, to support and encourage Cadet Units that have assisted the branch with the Poppy Campaign or other Remembrance activities. **Cadet units are defined as Sea Cadets, Army Cadets, and Air Cadets.** An allotment would be for assistance to Cadet units, not reimbursements for individual expenses."

It was felt that the Navy League Cadets whose assistance in the Poppy Campaign or other Remembrance activities should also be recognized.

RECOMMENDATION: That the Navy League Cadets be awarded the same status as the listed cadet organizations in article 403.ii.g. and be eligible for financial assistance from the Poppy Fund.

CARRIED

ACTION: Committee Secretary

15. DIGITAL POPPY

The launch and inaugural campaign for the Digital Poppy was an unqualified success by distributing over 18,000 digital Poppies and raising in excess of \$250,000. Initial plans were to distribute funds through postal code to branches. However after investigating the reassignment of funds it is estimated that in excess of \$20,000 would be required to redistribute funding through outsourcing and internal manpower.

After consideration of the positive state of the Poppy Fund in most branches and the needless expenditure to administrate the redistribution of funds the committee felt that the Digital Poppy Funds should be retained at Dominion Command and made available for requirements in local communities where the need for veteran support is determined and the local Poppy Fund cannot support. This would be promoted to all branches and administered through the Poppy Committee.

RECOMMENDATION: That Digital Poppy Funds be retained at Dominion Command for use in local communities where a need exists for veteran support and local Poppy Funds are not adequate to support the request.

CARRIED

ACTION: Committee Secretary

16. POPPY CAMPAIGN - LOCAL BRANCHES PROBLEM AREAS

The committee were informed of a few problems areas in regard to the Poppy Campaign:

- Branches reusing wreaths and in some cases renting them instead of selling them.
- Branches setting a donation price for Poppies vice distributing.

The committee directed that branches be reminded that in accordance with the Poppy Manual used wreaths and crosses should not be re-sold or rented and that Poppies are distributed and not sold.

ACTION: Committee Secretary

17. POPPY DISTRIBUTION – LACK OF RESOURCES

The Legion's span of control in regard to the Poppy Campaign has been reduced over the past two decades with the closure of branches and the reduction in membership. Some of the recognized distribution problems are:

- Isolated communities
- No Legion branch in community
- Difficulty in larger communities

- Lack of resources

It has been noted that there are individuals out there that have approached the Legion in regard to acquiring Poppy Supplies and making these items available in their communities where no branch or branch assistance is available. The committee supports this type of arrangement and requests Provincial Commands to seek out such arrangements and provide the necessary support and controls.

ACTION: Committee Secretary

18. POPPY CAMPAIGN - RECYCLING

The committee was informed that there has been a request from several organizations and individuals to have the Poppy Campaign items such as the lapel Poppy and wreath be more environmentally friendly. These concerns have been acknowledged as well as the need to produce a more environmentally friendly product.

The committee directed that the Supply Department be approached with the view to actively looking into providing Poppy Campaign products that are recyclable.

ACTION: Committee Secretary

19. BELLS OF PEACE RECAP

The committee was briefed on the success of the Bells of Peace initiative. A more detailed report will be forthcoming.

20. NEW BUSINESS (AS INTRODUCED AT AGENDA ITEM 3)

The committee was provided an update on the carried resolutions as it pertains to Poppy & Remembrance from the 2018 Dominion Convention.

22. NEXT MEETING OF THE DOMINION COMMAND P&R COMMITTEE

The next meeting of the committee will be determined at a later date.

23. ADJOURNMENT

The meeting adjourned at 1230 hrs.



**Angus Stanfield
Chairman**



**D. Martin
Secretary**

DISTRIBUTION LIST

DEC

Dominion Past Presidents

Dominion Poppy & Remembrance Committee

Provincial Command Secretaries

Provincial Command Poppy & Remembrance Representatives (thru Provincial Secretaries)