

DOMINION COMMAND P&R COMMITTEE MEETING
19 October 2020, By Zoom

File: 35-1

In Attendance:

Angus Stanfield	-	Chairman
Berkley Lawrence	-	Vice Chairman
Glen Hodge	-	Member
Kandys Merola	-	Member
John Ladouceur	-	Member
Darren Reid	-	Observer
Freeman Chute	-	Committee Coordinator

Absent:

Lorne Varga	-	Member
Kelly Therien	-	A/Committee Coordinator

1. OPENING RITUAL AND CHAIRMAN'S REMARKS

The meeting commenced at 1100 hrs. The Chairman conducted the opening ritual and welcomed all committee members.

2. ADMINISTRATION

Angus thanked everyone for their work on this committee. We are remaining united & strong as ever. The amount of Poppies being shipped is tremendous. Everyone is supportive, message will not be weakened.

3. REQUEST FOR OTHER BUSINESS AGENDA ITEMS

a. The idea of adding messaging promoting becoming a Legion Member on the Poppy Collection boxes proposed by the Membership Committee.

b. PROJECT EUROPE

Project proposal attached.

c. MARKETING THE POPPY CAMPAIGN 2021 – REQUESTS FOR FUNDS

Attached

- d. Letters from Kara Jarvis requesting change in policy
 - e. Funding request for QoV
4. **Minutes Approval** - The 12 March 20 Dominion Poppy and Committee minutes were attached for committee review and approval. The members we asked to bring forward and items for discussion at this time.

MOTION: That the 12 March 20 Dominion Poppy & Remembrance approve committee minutes as presented.

CARRIED

5. **UPDATE REMEMBRANCE ISLAND**

This year we are proud to announce our Corporate Partner is Forestry Association of Canada.

Advertising for Remembrance Island will be from the last Friday in Oct until 11 November when the Island will go live. We will also be widening the scope of the island to try and attract a larger population based on last years demand.

This year we will have a second Remembrance Island with a focus on WW II and major events during the war. In addition, each player will receive a badge of honor in the form of a poppy they can wear when they use the #Lest WeForget.

There will be a porthole from Remembrance Island II to the first Remembrance Island for player to access.

ACTION: Committee Coordinator

6. **DIGITAL POPPY – UPDATE**

This year we have a lot of interest and support from our Corporate Partners. To date we have approximately four times the sponsors as we did this time during last year's campaign.

ACTION: Committee Coordinator

7. **PAY TO TRIBUTE – 2020 TRIAL**

250 units all paid for by our Corporate Sponsor HSBC Bank Canada deployed NLT 30 October 20, in all HSBC Banks locations and select Legion Branches in Ontario. Television and YouTube ads have been completed by Wunderman Thomson in conjunction with the Legion Marketing team. The new poppy boxes are already in high demand for next year.

ACTION: Committee Coordinator

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

- a. The idea of adding messaging promoting becoming a Legion Member on the Poppy Collection boxes was discussed at the membership committee meeting held in September. This request is forwarded to the Poppy and Remembrance Committee for their consideration.

The committee's only concern is that poppy boxes are used to promote Remembrance and not membership. They would like to see what the proposal would look like. In addition, there is an opportunity to add membership messaging to the table information sheets provided with the Point of Sale (PoS) poppy boxes. At this time the committee did not agree with adding any messaging to the poppy boxes.

MOTION: that membership messaging not be added to the poppy boxes at this time.

CARRIED

b. PROJECT EUROPE

The project's goal is to produce a documentary series that will serve as "Duty of Memory". This bilingual historical and educational tool will explain the impact of Canada's military involvement in wars in Europe from 1900 until the present day. During the episodes, we will incorporate some of the exploits of valiant volunteers and / or conscripts, heroes and pioneers of peace and freedom. It will become a unique video collection of Canada's contribution to stability in Europe and around the world over the last 120 years.

While the RCL could support the concept, it is difficult to endorse the project without seeing it in final form. Their other requests, access to historical archives and Veterans, is beyond the Legion's ability to provide.

The committee is also not clear on what exactly they are asking from the Royal Canadian Legion and this needs to be researched further.

ACTION: Committee Coordinator

c. **MARKETING THE POPPY CAMPAIGN 2021 – REQUEST FOR FUNDING**

Attached is a request for funding to cover two initiatives by the Marketing department for Oct – Nov 2021:

Social Media Paid Ads (Twitter/Facebook/YouTube) \$50,000

Online banner advertising (October – November) Learn more about the poppy/get your poppy. \$50,000

MOTION: that an amount of \$100,000 be approved for Marketing initiatives of Social Media Paid Ads and Online banner be brought to DEC.

CARRIED

d. **REQUEST TO CHANGE THE POPPY TRUST FUND REGULATIONS**

We received two letters from Kara M. Jarvis suggesting changes to the definition of dependant and to be able to transfer the eligibility criteria to a current ineligible dependant. (Two letters attached)

Exert from her letter: “I have a suggestion as an option that I hope could work... could I transfer my assistance that the Benevolent Fund would have given to me and give it instead to my sons? I will sign any document to state I will never ask for assistance for myself.

In regards to my ex-husband, he is well taken care of. He has a full veterans pension, SISIP pension and CPP disability pension. All of his medications/medical needs are paid for. He lives in a very nice house in NB. He has counselling paid for. He is grandfathered in. He is totally OK. He has financial security, housing security, food security and medical security. However, I would like to look into the incapacitated children policy for my youngest son.”

As Ms. Jarvis mentioned, she would qualify to apply for Benevolent Fund assistance if she was in financial need and the request meets the Poppy

Fund Guidelines. Her sons are over 18, not attending University or college; they do not meet the eligibility criteria. Even if they did meet the criteria, our regulations would not authorize the purchase of accommodation or monthly payments for housing. Under our regulations, there can be no recurring costs.

The basic purpose and obligations of the Poppy Trust Fund are to assist a Veteran as defined in Subsection 101.d of the General By-Laws and their families. In this regard, any use of Poppy Funds must focus on directly supporting veterans and their families.

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.

A dependent child is defined as a child under the age of 18 or if the child is between the age of 18 and 25, evidence must be provided that he/she is following a course of instruction. A "course of instruction", for the purpose of this policy, refers to a full time educational program that the student is taking, normally at an accredited high school, college, university, or trade school.

The committee agreed that the poppy trust fund regulations would not apply to Ms.Jarvis situation. In addition, the committee agreed that the policies as stated in the poppy manual should remain unchanged.

e. **REQUEST FOR FUNDING – QUILTS OF VALOUR (QoV)**

Quilts of Valour (QoV) is asking for 20k. Ill and injured CAF personnel received a QoV on release. In addition, veterans aid in making QoV. It gives them a sense of purpose and helps them comfort other veterans.

There are funds collected for the quilts and they are constructed with the aid of volunteers. All quilts are given to CAF personnel releasing on a 3B and veterans hosted by local Legion Branches.

MOTION: that an amount of \$20,000 be given to QoV in support of our veterans

CARRIED

9. **NEXT MEETING OF THE DOMINION COMMAND P&R COMMITTEE – TBC**

10. **ADJOURNMENT**

The meeting adjourned at 1215 hrs.



Angus Stanfield
Chairman

Freeman Chute
Committee Coordinator

Attachments: 8

DISTRIBUTION LIST

DEC
Dominion Past Presidents
Dominion Poppy & Remembrance Committee
Provincial Executive Directors
Provincial Command Poppy & Remembrance Representatives
(Thru Provincial Executive Directors)