

Dominion Command Poppy & Remembrance Committee

Meeting Minutes

6 November 2024

Our Mission is to serve Veterans, which includes serving military and RCMP members and their families, to promote Remembrance and to serve our communities and our country.



**DOMINION COMMAND POPPY & REMEMBRANCE COMMITTEE MEETING
6 NOVEMBER 2024, 1500 HRS EST – ZOOM
MEETING MINUTES**

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IN ATTENDANCE:

Dominion Command Poppy and Remembrance Committee:

Derek Moore	-	Vice-Chair
Dave Velichko	-	Member
David Doucette	-	Member
Craig Thomson	-	Member
Sharon McKeown	-	Member
Lia Taha Cheng	-	Committee Coordinator
Nicole Thomas	-	Assistant Committee Coordinator

ANNEXES:

A. Annex “A”	-	P & R Committee Meeting Minutes – 4 April 2024
B. Annex “B”	-	P & R Committee of the Whole Meeting Minutes – 16 Apr 2024
C. Annex “C”	-	CERIC Application
D. Annex “D”	-	Concussion Legacy Foundation Canada Application
E. Annex “E”	-	HiMARC Application
F. Annex “F”	-	Juno Beach Centre Application
G. Annex “G”	-	The Pepper Pod BuildHERs Application
H. Annex “H”	-	The Pepper Pod EmpowHER Application
I. Annex “I”	-	Canadian War Museum Application
J. Annex “J”	-	Ways to Wellbeing Application
K. Annex “K”	-	CIMVHR Application
L. Annex “L”	-	Poppy Stories

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1. LAND ACKNOWLEDGEMENT AND OPENING RITUAL

The meeting commenced at 1500 hours on Wednesday, 06 November 2024 via Zoom video conferencing. The chair opened the meeting with a land acknowledgement and conducted the opening ritual.

2. POPPY AND REMEMBRANCE COMMITTEE VICE-CHAIR'S REMARKS

The Poppy and Remembrance Committee vice-chair welcomed the Committee members and provided opening remarks.

3. NEW BUSINESS

The chair entertained requests to add new agenda items. The following item was added for discussion and will be dealt with under agenda item #15 entitled "New Business":

- a. Veteran Support Partnership Program Poppy Fund Contributions

4. APPROVAL OF MINUTES FROM PREVIOUS MEETINGS

i) 4 April 2024 Poppy and Remembrance Committee Meeting Minutes

Minutes Approval – The 4 April 2024 Poppy and Remembrance Committee Meeting minutes are attached at Annex "A".

MOTION: It was moved that the 4 April 2024 Poppy and Remembrance Committee Meeting minutes be approved as presented.

CARRIED

i) 16 April 2024 Poppy and Remembrance Committee of the Whole Meeting Minutes

Minutes Approval – The 16 April 2024 Poppy and Remembrance Committee of the Whole meeting minutes are attached at Annex "B".

MOTION: It was moved that the 16 April 2024 Poppy and Remembrance Committee of the Whole meeting minutes be approved as presented.

CARRIED

5. REQUEST FOR FUNDING – CERIC

The Canadian Education and Research Institute for Counselling (CERIC) is an organization dedicated to advance education, research, and advocacy in career

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counselling and development. They are working on revising their Military to Civilian Employment: A Career Practitioner's Guide. This publication is intended for Canadian career professionals to use as a resource in supporting Veterans and their spouses in their transition to the civilian workforce.

CERIC has requested \$5,000 to cover the cost of printing and providing free copies of the guides to 1,000 career professionals at CANNEXUS25 (Canada's Career Development Conference).

The Committee reviewed the attached application at Annex "C" and determined that since the guide is readily available online for free (<https://ceric.ca/publications/military-to-civilian-employment-a-career-practitioners-guide/>), they recommend that it is accessed through that platform.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$5,000 from the Canadian Education and Research Institute for Counselling be approved.

DEFEATED

6. REQUEST FOR FUNDING – CONCUSSION LEGACY FOUNDATION

The Concussion Legacy Foundation Canada's (CLFC) mission is to advance the study, treatment, and prevention of the effects of brain trauma and associated mental health implications in Canadian athletes, military personnel, youth, and other at-risk groups.

Their Operation Brain Health program is a library of brain health resources designed for members of the military community and others affected by brain trauma. The program's aim is to improve the daily lives of those within the Veteran community who are navigating the effects of traumatic brain injury (TBI), increase awareness about concussions and related long-term health conditions among Veterans, and increase accessibility to research initiatives seeking to address these long-term effects in Veterans.

CLFC has requested \$150,000 per year for three years to cover costs associated with their Operation Brain Health digital platform application, website, video production, performance marketing, and travel. CLFC previously received \$75,000 in 2023 in support of the Operation Brain Health program.

This application has been reviewed by the Veterans, Service and Seniors (VSS) Committee who has recommended that this request for funds be approved.

The Committee reviewed the attached application at Annex "D" and determined that additional information is required before a decision can be made. The current Veteran

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Support Partnership Program Application Form does not allow for sufficient detail regarding expenditures. Therefore, the Committee is seeking clarification on the specific expenses outlined in the funding request, including the travel requirements related to the project and more information on the \$54,000 of website, social media, and performance marketing expenses.

ACTION: COMMITTEE COORDINATOR

7. REQUEST FOR FUNDING – HiMARC

Heroes in Mind, Advocacy and Research Consortium (HiMARC) aims to develop, evaluate, and help implement solutions to improve the resilience, readiness, and growth, as well as health and wellbeing, of military members, Veterans, public safety personnel and their families. The objective of their Resilient Parents...Resilient Communities (RPRC) study is to evaluate the effectiveness of implementing early intervention resilience training programs across interested Canadian Military Family Resource Centres (MFRCs) to support the resilience of Service Providers (SPs), parents, families, and MFRCs. They are hoping to build a culture of resilience within MFRCs, so that SPs, parents, and families do not rely only on initially trained SPs for the sustainability of the learned resilience skills.

Through the Veteran Support Partnership Program, HiMARC has already received \$600,000 over 3 years (2021-2024) as the intention was to complete the study by 2024. However, due to the aftermath of COVID-19, deployment and exercise schedules of 3rd Canadian Division, forest fires in Alberta, and socio-economic pressures, the development and implementation were delayed.

Therefore, HiMARC is requesting an additional \$200,000 to support the RPRC study.

This extension request was discussed by the VSS Committee who has recommended that the funds be approved.

The Committee reviewed the attached application at Annex “E” and expressed their support of HiMARC’s research and programs. Prior to making any additional financial commitments, the Committee is seeking a report on previous fund expenditures and an updated project timeline which clearly outlines the remaining phases of the project, their associated deadlines, and a breakdown of costs.

ACTION: COMMITTEE COORDINATOR

8. REQUEST FOR FUNDING – JUNO BEACH CENTRE

The Juno Beach Centre is Canada’s Second World War museum and cultural centre located in Normandy, France. Following an agreement to protect the Juno Beach Centre from a proposed condominium development, the Centre is launching Project

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Concordia. Project Concordia is a commemorative landscaping project which will preserve the natural landscape, add pedestrian pathways, and develop a park, historical stations, and memorial centrepiece.

The Juno Beach Centre has requested \$400,000 over two years or an amount deemed appropriate for the scenography development and production. The Juno Beach Centre previously received \$100,000 in 2023 in support of the Faces of Canada Today exhibition.

The Committee reviewed the attached application at Annex “F” and were very pleased to see that the land surrounding the Juno Beach Centre will be preserved. Although a well-conceived landscaping project, the Committee determined that they would like to allocate funding to other initiatives at this time.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$400,000 over two years from the Juno Beach Centre be approved.

DEFEATED

9. REQUEST FOR FUNDING – THE PEPPER POD

The Pepper Pod supports women in the Canadian Veteran community—including women Veterans, soon-to-be Veterans, and spouses of Veterans. Founded by Sandra Perron, Canada’s first female infantry officer, The Pepper Pod offers a safe space for women to come together, bond over shared experience, and find support tailored especially for them. They have requested support for two programs: BuildHERs and EmpowHER.

The BuildHERs program aims to teach women Veterans basic building and landscaping skills, enhance the confidence, pride, sense of belonging, and personal wellness of women Veterans through learning new skills and coming together, and build a stronger community of women Veterans.

The EmpowHER program will invite and encourage women Veterans to participate in a variety of physical, social, and mental program options throughout the year aimed at supporting and enhancing their wellness. The program is a combination of regular events, workshops, and activities offered throughout the year to women Veterans, serving women, and for some events, their families.

The Pepper Pod has requested \$46,200 for the BuildHERs program and \$49,900 per year for 3 years for the EmpowHER program. The Pepper Pod previously received \$5,000 in 2023 for life jackets to support a stand-up paddle boarding event.

These applications, attached at Annexes “G” and “H”, were reviewed by the VSS Committee who has recommended that both requests for funds be approved. The

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Poppy and Remembrance Committee concurred with this recommendation. However, it was noted that BuildHERs program was completed over the summer; therefore, the funding commitment is contingent on the actual financial needs of the project.

RECOMMENDATION: It was recommended that the Veteran Support Partnership Program funding request of \$46,200 from the Dominion Command Poppy Trust Fund for the BuildHERs program be approved for 2024 only if the funds are still required at this time. If the full requested amount is no longer needed, the Committee is recommending to only approve the balance of funds that were not able to be raised through other sources.

CARRIED

RECOMMENDATION: It was recommended that the Veteran Support Partnership Program funding request of \$49,900 per year for 3 years from the Dominion Command Poppy Trust Fund for the EmpowHER program be approved for 2024, with ratification required for each of the two successive years.

CARRIED

10. REQUEST FOR FUNDING – CANADIAN WAR MUSEUM

The Canadian War Museum is Canada's national museum of military history. To commemorate the 80th anniversary of the end of the Second World War, the Museum is developing a new exhibition: Last Voices of the Second World War. This exhibition will build on the In Their Own Voices project and will feature recently conducted interviews, allowing the public to hear personal stories and experiences in firsthand accounts.

The Canadian War Museum has requested \$100,000 to support the development of the content and display for the Last Voices of the Second World War exhibition. The War Museum previously received the following funds from The Royal Canadian Legion Dominion Command:

- 2023: \$50,000: Witness to History program
- 2022: \$50,000: Witness to History program
- 2021: \$100,000: In Their Own Voices project
- 2020: \$50,000: Online Remembrance module

The Committee reviewed the application, attached at Annex "I", and determined that they would like to provide \$50,000 to support the Last Voices of the Second World War exhibition.

RECOMMENDATION: It was recommended that \$50,000 from the

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Dominion Command Poppy Trust Fund for the Canadian War Museum's
Last Voices of the Second World War exhibition be approved.

CARRIED

11. REQUEST FOR FUNDING – WAYS TO WELLBEING

Ways to Wellbeing is focused on excellence in mental health with the goal of providing information, support, and therapeutic services for people of all ages. They are working on a documentary titled: Healing Trauma. The goals of this documentary are to understand how serving in the military or as a first responder changes someone and to better understand the lived experience of people who have been diagnosed with post-traumatic stress disorder. The documentary will focus on what helps and what is needed for things to get better and will share people's journeys of healing and messages of hope and inspiration.

Ways to Wellbeing has requested \$12,000 to edit, produce, and promote the Healing Trauma documentary. Ways to Wellbeing previously received \$15,000 in 2021 to film the documentary.

The Committee reviewed the attached application at Annex "J" and viewed the documentary trailer: <https://healtraumas.com/documentary/>. They determined that additional information is required before a decision can be made. The Committee is seeking a report on previous fund expenditures as the initial application from 2021 included the editing, promotional, and image costs which are all included in the additional funding request application.

ACTION: COMMITTEE COORDINATOR

12. REQUEST FOR FUNDING – CIMVHR

Canadian Institute for Military and Veteran Health Research's (CIMVHR) mission is to enhance the lives of Canadian military personnel, Veterans, and their families by harnessing the national capacity for research. They have a network of 46 Canadian universities who have agreed to work together to address the health research requirements of the Canadian military, Veterans, and their families. The institute acts as a conduit between the academic community and research funding organizations.

They are looking at launching "The Royal Canadian Legion CIMVHR Research Initiative" which would invite researchers from relevant fields to submit project proposals in competition for funding to advance the knowledge, resources available, and/or best practices to support women Canadian Armed Forces (CAF) Veterans who are experiencing homelessness. They would accept proposals for a project up to \$150,000 and 18-months in length.

CIMVHR has requested \$75,000 (they will fund the other \$75,000) to support The

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Royal Canadian Legion CIMVHR Research Initiative. CIMVHR is currently receiving \$50,000/year for the next 10 years for PhD scholarships and previously received \$30,000/year for 11 years for Master scholarships. They also received \$100,000 in 2023 for their research-based books for children from Veteran families.

This application has been reviewed by the VSS Committee who has recommended that this request for funds be approved. The Committee Coordinator will liaise further with the VSS Committee Coordinator on this request for consideration at the next meeting.

ACTION: COMMITTEE COORDINATOR

13. REQUEST FOR FUNDS – POPPY STORIES 2025

For a third year, the Legion was proud to present “Poppy Stories”, an initiative that allows Canadians to scan a lapel Poppy with their smartphone. With every scan on PoppyStories.ca, Canadians were introduced to a fallen Veteran with a story to remember. The 2024 iteration of Poppy Stories paid homage to fallen members of the Royal Canadian Airforce (RCAF) to recognize its 100th anniversary.

The Poppy and Remembrance Division requested \$50,000 to continue with Poppy Stories by making it available again in 2025 and exploring the possibility of incorporating videos.

RECOMMENDATION: It was recommended that the funding request of \$50,000 from the Dominion Command Poppy Trust Fund for Poppy Stories for 2025 be approved.

CARRIED

14. REQUEST FOR FUNDS – MARKETING THE POPPY CAMPAIGN 2025

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 2025 marketing plan.

Below are the details on the initiatives taking place between October and November 2025.

- Social media paid ads (X/Facebook): \$100,000
- Paid media buy (Connected TV) which will air the Legion’s TV ad on streaming sites like Corus, Bell Media, Bloomberg, CBC Gem, and more to encourage moment of silence/visit a local Ceremony on November 11: \$75,000

The Committee discussed this marketing plan and determined that they would like to support this request for funds.

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RECOMMENDATION: It was recommended that the funding request of \$175,000 from the Dominion Command Poppy Trust Fund for marketing the Poppy Campaign be approved.

CARRIED

15. NEW BUSINESS

As referenced at item 3, the following new business item was raised:

- a. Veteran Support Partnership Program Poppy Fund Contributions

The Committee determined that an appropriate guideline for annual contributions through the Veteran Support Partnership Program must be developed.

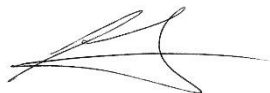
ACTION: COMMITTEE COORDINATOR

16. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE

The next Poppy and Remembrance Committee meeting will be scheduled in the spring of 2025.

17. CLOSING RITUAL AND ADJOURNMENT

The vice-chair concluded the meeting by thanking the Committee members for their insight and valued input. The meeting adjourned 6 November 2024 at 16:40 hours EST and the vice-chair conducted the closing ritual.


Derek Moore
Vice-Chair
Lia Taha Cheng
Committee Coordinator