

# **DOMINION COMMAND POPPY AND REMEMBRANCE COMMITTEE MEETING**

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.

## **Minutes 12 February 2026**



**DOMINION COMMAND POPPY & REMEMBRANCE COMMITTEE MEETING  
12 FEBRUARY 2026 – VIDEOCONFERENCE MEETING  
MEETING MINUTES**

**FILE: 35-1**

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## **MEETING MINUTES**

### **PARTICIPANTS:**

#### **Dominion Command Poppy and Remembrance Committee**

### **IN ATTENDANCE:**

S. McKeown - Chair  
D. Moore - Vice-Chair  
J. MacIsaac - Member  
D. Velichko - Member  
C. Thomson - Member  
L. Fortier - Member  
L. Taha Cheng - Committee Coordinator  
T. Backer - Assistant Committee Coordinator  
C. Hughes - Advisor

### **REGRETS:**

D. Doucette - Member

### **ANNEXES:**

Annex "A" - P & R Committee of the Whole Mtg Minutes – 27 Oct 2025  
Annex "B" - Femme Force Application  
Annex "C" - Femme Force Overview  
Annex "D" - The Pepper Pod – EmpowHER Program Activity Report  
Annex "E" - The Pepper Pod – BuildHERS Program Final Report

## **1. LAND ACKNOWLEDGEMENT AND OPENING RITUAL**

The meeting commenced at 1200 hours ET on Thursday, 12 February 2026 via videoconferencing. The meeting was opened with a land acknowledgment, and the chair conducted the opening ritual.

## **2. POPPY AND REMEMBRANCE COMMITTEE CHAIR'S REMARKS**

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

### 3. ADDITIONS TO THE AGENDA

The chair entertained requests for additional agenda items. The following items were added for discussion and will be addressed under agenda item #11 entitled “New Business”:

- a. Poppy Manual Section 402.vi(a) – Education
- b. Poppy Fund Use

### 4. APPROVAL OF MINUTES FROM PREVIOUS MEETING

The 27 October 2025 Poppy and Remembrance Committee of the Whole meeting minutes were reviewed and are attached at Annex “A”.

**MOTION:** It was moved that the 27 October 2025 Poppy and Remembrance Committee of the Whole meeting minutes be approved as presented.

**CARRIED**

### 5. ELECTRONIC MOTIONS

As per the electronic motion and voting procedure, each electronic motion must be addressed, documented, and then recorded in the minutes at the next regularly scheduled Committee meeting. Therefore, all electronic motions since the last Committee meeting are presented below.

#### **a. Request for Funding – Mood Disorders Society of Canada – Advancing Veteran Communities 2**

Mood Disorders Society of Canada (MDSC) is dedicated to improving the quality of life of Canadians impacted by mental illness by providing education, support, and programs that promote long-term wellness. MDSC is seeking continued support for a national initiative that provides Veterans and their family members with peer support training, mental health education, and access to additional wellness programming.

The Advancing Veteran Communities 2 initiative builds on MDSC’s existing Veteran-focused services and will provide three streams of engagement designed to reduce isolation, strengthen peer connections, and improve overall mental wellness.

MDSC requested \$94,788 to deliver the Advancing Veteran Communities 2 project.

MDSC is currently delivering Advancing Veteran Communities 1, which received Dominion Executive Council approval in April 2025 for the period May 1, 2025, to April 30, 2026, at a total cost of \$93,056. To date, one of the four planned peer support workshops has been completed, and the final report is expected in April 2026.

Although Year 1 activities are ongoing, MDSC has submitted a Year 2 application to ensure continuity of services. The Veterans, Service and Seniors (VSS) Committee acknowledged the overlap in timing but found the application strong. The VSS Committee recommended approval, contingent upon the receipt of the final report for Advancing Veteran Communities 1.

**MOTION:** It was moved that the Veteran Support Partnership Program funding request of \$94,788 from the Dominion Command Poppy Trust Fund for the Mood Disorders Society of Canada's Advancing Veteran Communities 2 project be approved for 2026, contingent upon the receipt and review of the final report for Advancing Veteran Communities 1.

**CARRIED**

**b. Request for Funding – Canadian Adaptive Snowsports – Shoulder 2  
Shoulder – Injured Veterans and RCMP Ski Retreat**

Canadian Adaptive Snowsports (CADS) works to eliminate barriers for people with disabilities so they may experience the joy and freedom of snowsports in an inclusive and respected environment.

CADS is requesting support for its Shoulder 2 Shoulder Ski Retreat, which helps injured Veterans, RCMP members, and their caregivers return to a pre-injury sport or learn a new lifelong activity in a supported and low-stress environment. The four-day retreat pairs each participant with a certified adaptive ski instructor who provides tailored instruction throughout the program. The retreat is heavily subsidized to reduce financial barriers, covering most travel and on-site costs for attendees. Beyond skiing, the program creates opportunities for participants to connect with peers who share similar experiences.

The application was reviewed by the VSS Committee, which recommended approval.

**MOTION:** It was moved that the Veteran Support Partnership Program funding request of \$30,800 from the Dominion Command Poppy Trust Fund for Canadian Adaptive Snowsports, Shoulder 2 Shoulder, Injured Veterans and RCMP Ski Retreat be approved for 2026.

**CARRIED**

### **c. Request for Funds – Marketing the Poppy Campaign 2026**

As part of the 2026 Marketing Plan, the Marketing Department will once again actively promote the Poppy Campaign through a series of social media and online initiatives. The initiatives planned for October and November 2026 are outlined below:

- Social media paid advertisements (X/Facebook): \$100,000
- Paid media buy (Connected TV) which will air the Legion's TV advertisement on streaming sites such as Corus, Bell Media, Bloomberg, CBC Gem, and others to encourage observance of the moment of silence and participation in local ceremonies on November 11: \$75,000

**MOTION:** It was moved that the funding request of \$175,000 from the Dominion Command Poppy Trust Fund for marketing the Poppy Campaign be approved for 2026.

**CARRIED**

## **6. REQUEST FOR FUNDING – FEMME FORCE**

The mandate of Femme Force is to improve the mental health, physical health, and well-being of women Canadian Armed Forces (CAF) Veterans through exercise, education, and community. It is an online program accessible nationwide. With personalized coaching and support from their healthcare team, the program guides each participant in their pursuit to mitigate long-term health issues, chronic pain, as well as mental health concerns such as isolation and depression, all the while being in a safe space with other Veteran women.

Femme Force has requested \$33,000 to primarily cover the costs of an additional coach which would allow them to grow their capacity to offer their 12-week program to 60–90 Veteran women this year. The funding would also cover specialist (nutritionist, sport psychologist, naturopathic doctor) professional fees, project manager wages, marketing and promotional materials, website maintenance, and online programming software.

This application, attached at Annexes "B" and "C", was reviewed by the VSS Committee, which recommended approval.

During discussion, the Committee identified administrative considerations related to the structure of the application and determined that further clarification is required before the request can proceed. The applicant will be invited to resubmit the request in alignment with program requirements for organizational eligibility.

**ACTION: COMMITTEE ADVISOR**

## **7. RATIFICATION OF FUNDING – THE PEPPER POD – EMPOWHER PROGRAM**

The mission of The Pepper Pod is to build an engaged, supportive national community of women Veterans by fostering connection, peer support, and shared learning, and by supporting healthy transitions from military and RCMP service into civilian life.

The Pepper Pod previously requested funding through the Veteran Support Partnership Program to support its EmpowHER program, which invites and encourages women Veterans to participate in a range of physical, social, and mental wellness activities throughout the year. The program includes regular events, workshops, and activities designed to enhance well-being and foster community, and is open to women Veterans, serving women, and, for select events, their families.

At the 23 November 2024 Dominion Executive Council meeting, the Veteran Support Partnership Program funding request of \$49,900 per year for a three-year term from the Dominion Command Poppy Trust Fund was approved for the EmpowHER program for 2025, with ratification required for each of the two successive years.

Accordingly, ratification of funding for the 2026 program year is required. The 2025 program activity report, attached at Annex “D,” was reviewed by the Committee in support of the ratification request.

**RECOMMENDATION:** That the Veteran Support Partnership Program funding in the amount of \$49,900 for The Pepper Pod’s EmpowHER program for 2026 be ratified, as previously approved in principle.

## **8. FINAL REPORT – THE PEPPER POD – BUILDHERS PROGRAM**

In 2025, The Pepper Pod received \$46,200 through the Veteran Support Partnership Program to deliver the BuildHERS Program, a hands-on training and community-building initiative for women Veterans.

The program was delivered as planned and equipped participants with tangible, transferable construction and maintenance skills, while providing hands-on opportunities to build self-confidence through visible achievement. Delivered in a collaborative environment, BuildHERS fostered peer connection, independence, and mutual support, strengthening participants’ confidence both within the program and in their personal lives.

The Pepper Pod has provided the attached final report at Annex “E” outlining program activities, outcomes, and overall impact.

## **9. POPPY CAMPAIGN DURATION – STANDARDIZATION OF CAMPAIGN DAYS**

Under the current model of commencing the Poppy Campaign on the last Friday in October and concluding on November 11, the length of the campaign is determined by calendar variability rather than policy direction. As a result, campaign duration can vary by up to six days, ranging from 12 to 18 days.

This variability was evident in the transition from the 2024 Poppy Campaign, which ran for 18 days (the longest possible under the current model), to the 2025 campaign, which ran for 12 days (the shortest possible). While final branch status reports are still being compiled, early observations indicate that the shortened campaign window in 2025 had a noticeable impact on fundraising capacity and operational execution.

The absence of a standardized campaign duration creates inconsistency for branches, media planning, and corporate partnerships, and results in year-over-year variation that is not driven by strategic decision-making.

Accordingly, the Committee discussed establishing a fixed annual start date to provide greater predictability, improve planning and exposure, and align campaign outcomes more closely with policy decisions rather than calendar variation.

**MOTION:** It was moved that the Poppy and Remembrance Committee recommend to Dominion Executive Council (DEC) that, effective 2026, the Poppy Campaign commence annually on 24 October, and that the Poppy Manual and General By-Laws be amended accordingly.

**CARRIED**

## **10. EDUCATIONAL POPPY VIDEO**

The Committee received information from the Going Forward Committee regarding the need for increased public awareness and education regarding the Legion Poppy.

It was noted that the Going Forward Committee had discussed the potential value of developing a concise (approximately 30-second) educational video to support public understanding, particularly for digital and social media platforms. Key messaging identified by the Going Forward Committee included:

- The lapel Poppy as the only authorized, all-inclusive Poppy
- The Legion's Poppy trademark
- The Legion's responsibility for safeguarding the Poppy as established through an Act of Parliament
- The role of Poppy Fund donations in supporting Veterans

The Poppy and Remembrance Committee discussed the concept and agreed that it warrants further consideration.

**ACTION: COMMITTEE COORDINATOR**

## **11. NEW BUSINESS**

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

### **a. Poppy Manual Section 402.vi(a) – Education**

The Committee discussed the potential expansion of Section 402.vi(a) of the Poppy Manual to include great-great-grandchildren of Veterans as eligible applicants for bursaries.

In discussion, members noted the importance of ensuring that bursary eligibility remains aligned with the primary purpose of the Poppy Fund to support Veterans and their families. Consideration was given to the generational scope of eligibility and the potential financial implications of further expansion.

Prior to making any determination, the Committee requested data outlining current and historical bursary expenditures under this section in order to assess overall utilization and funding capacity.

### **b. Poppy Fund Use**

The Committee discussed concerns regarding the interpretation and application of certain provisions of the Poppy Manual related to Poppy Fund expenditures. Members noted that some sections may no longer reflect current service delivery environments and could benefit from review to ensure clarity and alignment with the primary purpose of the Poppy Trust Fund.

In particular, discussion focused on provisions relating to housing accommodation or care facilities, including hospital wards or rooms for Veterans, and whether the existing language continues to appropriately reflect present-day circumstances.

The Committee agreed that a review of the relevant sections of the Poppy Manual may be warranted in order to strengthen guidance, ensure consistency in application, and safeguard the proper use of Poppy Funds.

## **12. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE**

The next Poppy and Remembrance Committee meeting will be a Committee of the

Whole meeting where all Provincial Command Poppy Chairs will be invited. It is scheduled for Thursday, 19 March at 1200 hours ET by Zoom video conferencing.

### **13. CLOSING RITUAL & ADJOURNMENT**

The chair concluded the meeting by thanking the Committee members for their insight and valued input and by conducting the closing ritual. The meeting adjourned on 12 February 2026 at 1345 hours ET.



Sharon McKeown  
Chair



Lia Taha Cheng  
Coordinator

### **DISTRIBUTION LIST**

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Provincial Command Poppy Chairs  
Dominion Command Committee Coordinators and Assistant Coordinators