

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 26 March 2025



**DOMINION COMMAND POPPY & REMEMBRANCE COMMITTEE MEETING
26 MARCH 2025 – VIDEOCONFERENCE MEETING
MEETING MINUTES**

FILE: 35-1

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MEETING MINUTES

PARTICIPANTS:

Dominion Command Poppy and Remembrance Committee

IN ATTENDANCE:

D. Moore - Vice-Chair
D. Velichko - Member
D. Doucette - Member
C. Thomson - Member
S. McKeown - Member
L. Fortier - Member
L. Taha Cheng - Committee Coordinator
S. Sutherland - Assistant Committee Coordinator

ANNEXES:

Annex "A" - P & R Committee Meeting Minutes – 6 November 2024
Annex "B" - The A.T.H.E.N.A. Program Application
Annex "C" - MDSC Advancing Veteran Communities Project Application
Annex "D" - Hero Lodge Application

1. LAND ACKNOWLEDGEMENT AND OPENING RITUAL

The meeting commenced at 1500 hours EST on Wednesday, 26 March 2025 via videoconferencing. The vice-chair opened the meeting with a land acknowledgment 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 for additional agenda items. The following items were added for discussion and will be dealt with under agenda item #10 entitled "New Business":

- a. Cardboard Poppy Boxes
- b. Poppy Manual Section 403ii(g) – Support of Cadet Units

4. APPROVAL OF MINUTES FROM PREVIOUS MEETING

The 6 November 2024 Poppy and Remembrance Committee meeting minutes were reviewed and are attached at Annex "A".

MOTION: It was moved that the 6 November 2024 Poppy and Remembrance Committee 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. Poppy Trademark Use Request – Poppy Products

The Dominion Command Supply Department requested the use of the Poppy trademark design for various Poppy items. These products included:

- Phone PopSocket
- Luggage Tag
- Sport Ball Cap

MOTION: It was moved that the Dominion Command Supply Department is authorized to use the Poppy trademark design on the above three Poppy items.

CARRIED

b. Poppy Trademark Use Request – Legion National Youth Track and Field Championships Medal

The Sports Committee requested the use of the Poppy trademark design for the 2025 Legion National Youth Track and Field Championships logo to commemorate the 80th anniversary of the liberation of the Netherlands.

MOTION: It was moved that the Sports Committee is authorized to use the Poppy trademark design for the 2025 Legion National Youth Track and Field Championships logo to commemorate the 80th anniversary of the liberation of the Netherlands.

CARRIED

c. Poppy Trademark Use Request – 2026 Centenary Medal

The Centenary Committee requested the use of the Poppy trademark design for the 2026 Centenary Medal to commemorate the Legion's 100th anniversary.

MOTION: It was moved that the Centenary Committee is authorized to use the Poppy trademark design for the 2026 Centenary Medal to commemorate the Legion's 100th anniversary.

CARRIED

6. REQUEST FOR FUNDING – THE A.T.H.E.N.A. PROGRAM

The mandate of the A.T.H.E.N.A. Program is to improve the mental health, physical health, and well-being of women Canadian Armed Forces Veterans through exercise, education, and community. It is an online program which is accessible to anyone across the country. 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.

The A.T.H.E.N.A. Program has requested \$26,300 to primarily cover the costs of an additional coach which would allow them to grow their capacity to offer their 12-week program to 100 Veteran women this year. The funding would also cover specialist (nutritionist and sport psychologist) professional fees, participant welcome packages, marketing and promotional materials, and online programming software.

The application, attached at Annex "B", was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they supported this funding request. The Poppy and Remembrance Committee concurred with the recommendation of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$26,300 from the Dominion Command Poppy Trust Fund for the A.T.H.E.N.A. Program be approved for 2025.

CARRIED

7. REQUEST FOR FUNDING – ADVANCING VETERAN COMMUNITIES

Mood Disorders Society of Canada's (MDSC) mission is to improve the quality of life of Canadians impacted by mental illness so they can live the most fulfilling life possible. Their Advancing Veteran Communities initiative builds on existing MDSC Veteran and Veteran family member programming, and offers two streams of

engagement for Veterans and their family members to support their wellness, reduce isolation and loneliness, and lead to improved mental health, social engagement, and quality of life:

- 1) Peer Support Workshops: to equip participants to deliver effective Peer Support within their own networks; and
- 2) Mental Health Webinars: to provide targeted information and guidance to large audiences.

MDSC has requested \$93,056 to cover all expenses related to the Advancing Veteran Communities project. A breakdown of these expenses is included in the attached application at Annex "C".

The application was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they supported this funding request. The Poppy and Remembrance Committee concurred with the recommendation of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$93,056 from the Dominion Command Poppy Trust Fund for the Mood Disorders Society of Canada's Advancing Veteran Communities project be approved for 2025.

CARRIED

8. REQUEST FOR FUNDING – HERO LODGE

Hero Lodge offers 5-day fishing and/or duck hunting packages for Veterans to unwind in a natural, peaceful, and non-judgmental environment. The fishing experience on Great Slave Lake, Northwest Territories, aims to restore a calm and serene state of mind. Isolation, camaraderie, dialogue, support, and time in nature accompanies each of the participants.

Hero Lodge has requested \$5,000 to cover the cost of groceries for the participants as per the attached application at Annex "D".

The application was reviewed by the Veterans, Service and Seniors Committee who advised the Poppy and Remembrance Committee that they supported this funding request. The Poppy and Remembrance Committee concurred with the recommendation of the Veterans, Service and Seniors Committee.

MOTION: It was moved that the Veteran Support Partnership Program funding request of \$5,000 from the Dominion Command Poppy Trust Fund for Hero Lodge be approved for 2025.

CARRIED

9. POPPY MANUAL UPDATES

a. Poppy Manual Section 808d(iii)

Poppy Manual section 808d(iii): “street blades/signs named in honour of individual Veterans. Proposals must include authenticated background information on each Veteran to be honoured, including *wartime* service and date of death; and”.

The intention of the above section is to allow non-Legion related sources to use the Poppy image on street blades/signs in order to have the opportunity to honour **all** Veterans. Therefore, the intent of the following amendment is to remove the word “wartime”.

MOTION: It was moved that section 808d(iii) of the Poppy Manual be amended to read: “street blades/signs named in honour of individual Veterans. Proposals must include authenticated background information on each Veteran to be honoured, including service and date of death; and”

CARRIED

b. Poppy Manual Section 808d(iv)

Poppy Manual section 808d(iv): “Veterans named on street blades/signs *must* be easily identifiable as such by preceding the name with their rank or following it with their military unit, regiment or elemental affiliation (abbreviations acceptable).”

The intention of section 808d of the Poppy Manual is to allow non-Legion related sources to use the Poppy image on street blades/signs in order to honour Veterans and commemorate memorial events. There are instances where the rank, military unit, regiment, or elemental affiliation cannot be included on the street blade/sign due to local policies. Therefore, the intent of the following amendment is to allow some flexibility by replacing “must” with “should” and adding “if possible” at the end of the sentence.

MOTION: It was moved that section 808d(iv) of the Poppy Manual be amended to read: “Veterans named on street blades/signs *should* be easily identifiable as such by preceding the name with their rank or following it with their military unit, regiment or elemental affiliation (abbreviations acceptable) *if possible*.”

CARRIED

c. Poppy Manual Section 815a

Poppy Manual section 815a(ii)3 – situations where the use of the Poppy image would not be considered: “Memorials: a watermark on walls of recognition or any placement that could have text written across the Poppy image.”

The intention of the above section is to ensure that text is never written across the Poppy image in any instance, not only when it is included on a memorial. Therefore, the intent of the following amendment is to move “any placement that could have text written across the Poppy image” to 815a(ii) under the General Use section.

MOTION: It was moved that section 815a(ii)3 under “Memorials” be amended to read: “a watermark on walls of recognition.” and section 815a(ii) under “General Use” be added to read: “Any placement that could have text written across the Poppy image”.

CARRIED

Poppy Manual section 815a(iii) – situations where the use of the Poppy image would not be considered: “Buildings: On floor tiles, including use in Legion Branches.”

The intention of the above section is to ensure that the Poppy is never placed in an area where it could be walked upon or stepped on. This section is redundant as it is already clearly stated in section 815a(i): “General Use: Any area that could result in the Poppy being trod upon”. Therefore, the intent of the following amendment is to remove section 815a(iii) and update all subsection numbering to reflect the change.

MOTION: It was moved that section 815a(iii) be removed and that all subsection numbering be updated to reflect the change.

CARRIED

10. NEW BUSINESS

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

a. Cardboard Poppy Boxes

To continue to reduce the Legion’s environmental footprint, cardboard Poppy boxes have been developed to replace the plastic Poppy boxes. Prototypes of these boxes were shared at the 2024 Dominion Convention and feedback was provided by the delegates. The suggestions have been taken into

consideration and the box design has been modified. To ensure that all Branches have the opportunity to provide their feedback, each Branch will be given one box this fall to use during the Poppy Campaign. Feedback will then be requested on the box design and any additional modifications will be made prior to fully launching the cardboard Poppy boxes in 2026.

b. Poppy Manual Section 403ii(g) – Support of Cadet Units

It was brought forward that some Branches would like to see a change in the date when Poppy Trust Funds could be allocated to support Cadet units. It was discussed that this has already been changed multiple times; therefore, it needs to remain as is for some time in order to gather data prior to making any more changes. The history of the recent changes to section 403ii(g), Support of Cadet Units, of the Poppy Manual is captured below.

1. 21 April 2022 Committee of the Whole Meeting

- i. **DISCUSSION:** Previously section 403ii(g) of the Poppy Manual included the 30th of September as the date in which the balance of the Poppy Trust Fund would be used to calculate the up to 20 percent that could be used to support Cadet units. As a result of the 30th of September date being removed, some Cadet units have approached Branches to request funding right after the Poppy Campaign when the balance of Branch Poppy Trust Funds are high and at a time when Branches are not aware of the needs of Veterans and their families. Therefore, the committee members determined that the 30th of September date should be included in section 403ii(g).
- ii. **MOTION:** It was moved that section 403ii(g) of the Poppy Manual be amended to read: "Support of Cadet Units: (prior Provincial Command approval is required) 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."
- iii. **CARRIED:** at the DEC meeting on 30 April 2022.

2. 21 March 2023 Committee of the Whole Meeting

- i. **DISCUSSION:** Since the reporting year for the Poppy Trust Fund account is no longer 1 October to 30 September but 1 January to

31 December, a discussion was had around eliminating the restriction of using the balance of the Poppy Trust Fund account on the 30th of September to calculate the up to 20% of funds for the support of Cadet units.

ii. **MOTION:** It was moved that section 403ii(g) of the Poppy Manual be amended to read: “(prior Provincial Command approval is required) Up to 20 percent of the balance, to support and encourage Cadet Units that have assisted the Branch with the Poppy Campaign or other Remembrance activities.”

iii. **CARRIED:** at the DEC meeting on 29 April 2023.

3. 24 October 2023 Committee Meeting/25 November 2023 DEC Meeting

i. **DISCUSSION:** Branches have been permitted to donate to several Cadet corps or squadrons, multiple times per year. Therefore, the intent of the following amendment is to ensure that each Cadet corps or squadron is only receiving one donation per year from the Branch. To note, the total of the combined donations cannot exceed 20 percent of the balance of the Branch Poppy Fund.

ii. **MOTION:** It was moved that section 403.ii.g. of the Poppy Manual be amended to the read: “Support of Cadet Units: (prior Provincial Command approval is required) *Once a year*, up to 20 percent of the 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, 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.”

iii. **DEC meeting 25 November 2023:** It was discussed that the reason 30 September was included in the past was because that is when there could be leftover funds after Veterans and their families have been assisted. There was concern that some Cadet units will approach Branches to request funding right after the Poppy Campaign when the balance of Branch Poppy Trust Funds are high and at a time when Branches are not aware of the needs of Veterans and their families. It was determined that Branches need to know what financial support Veterans and their families require before providing funds to Cadet units; therefore, the above motion was amended to read:

iv. **CARRIED AS AMENDED:** DEC moved that section 403.ii.g. of the

Poppy Manual be amended to the read: "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."

11. NEXT MEETING OF THE POPPY AND REMEMBRANCE COMMITTEE


The next Poppy & Remembrance Committee meeting will be a Committee of the Whole meeting where all Provincial Command Poppy Chairs will be invited. It will be scheduled in the coming months by Zoom video conferencing.

12. CLOSING RITUAL & ADJOURNMENT

The vice-chair concluded the meeting by thanking the Committee members for their insight and valued input and by conducting the closing ritual. The meeting adjourned 26 March 2025 at 1600 hours EST.



Derek Moore
Vice-Chair



Lia Taha Cheng
Coordinator

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