

**DOMINION COMMAND P&R COMMITTEE MEETING**  
**22 JUNE 2021, By Zoom**

**File: 35-1**

**In Attendance:**

Angus Stanfield	-	Chairman
Berkley Lawrence	-	Vice Chairman
Glenn Hodge	-	Member
Daryl Alward	-	NB Prov. Poppy Chair
Ronn Anderson	-	MB & NWO Prov. Poppy Chair
Jim Diack	-	Prov. Poppy Chair
Brian Harris	-	ON Prov. Poppy Chair
Duane MacEwen	-	Prov. President
Jack MacIsaac		PEI Prov. Poppy Chair
Don McCumber	-	NS/NU Prov. Poppy Chair
Carol Pedersen	-	SK Prov. Poppy Chair
Darren Reid	-	OSI Rep. Jill Carleton
Norm Shelton	-	QC Prov. Poppy Chair
Dave Velichko	-	AB/NWT Prov. Poppy Chair
Freeman Chute	-	Coordinator
Kelly Therien	-	Assistant Coordinator
Absent:	Kandys Merola	- Member
	Lorne Varga	- Member

**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. INTRODUCTIONS**

BC, AB/NWT, SASK, MB/NWO, ONT, QUE, NB, NS, PEI, NFLD/LAB, OSI

**3. ADMINISTRATION**

Nothing at this time.

4. **REQUEST FOR OTHER BUSINESS AGENDA ITEMS**

Poppy trust fund discussion

5. **P&R COMMITTEE MEETING MINUTES 5 MARCH 21**

**Minutes Approval** - The 5 March 21 Dominion Poppy and Committee minutes were attached for committee review and approval. The members we asked to bring forward any items for discussion at this time.

**MOTION:** That the 5 March 21 Dominion Poppy & Remembrance approve committee minutes as presented

**CARRIED**

6. **2021 POPPY CAMPAIGN - UPDATE**

a. **Corporate Partners**

During the 2020 Poppy Campaign there were 42 Corporate Partners who supported the Royal Canadian Legion. This equated to over 25,000 locations where poppy's could be dropped off and distributed for the Remembrance period. Unfortunately, the shortage of volunteers because of Covid-19 meant we were only able to deliver poppy's to just under 11,000 locations.

The Corporate participation was significant and because of Point of Sale (PoS), Pay Tribute Poppy boxes and Corporate donations, some Legion Branches did better than previous years. All funds that were collected through the three methods will be returned to the Legion Branches.

The Corporate participation for the 2021 campaign has already increased to upwards of 92 Corporate Partners. We will need to maximize on their participation and devise methods to ensure that poppy's are delivered for the Remembrance period. This will mean the use of Point of Sale (PoS) where possible, Pay Tribute Poppy Boxes and the shipment of poppy's from NHQ direct to locations for PoS. All donations collected by the NHQ will be distributed back to the Legion Branches. This is why the EFT information for each Branch is important.

Legion Branches that cannot cover off all locations in their AOR because of a shortage of volunteers are asked to contact the NHQ. The NHQ will then ship Poppy's to the Corporate Partner for PoS distribution. All funds will be returned to the Legion Branch.

**ACTION:** Committee Coordinator

## **7. PAY TO TRIBUTE – 2021 - UPDATE**

This year we will distribute 1000 new V2 Pay Tribute Poppy Boxes to Legion Branches and HSBC Bank Canada Branches across Canada. The Provincial Executive Directors (PEDs) will provide the number of Legion Branches within their AOR who wish to participate prioritized by Legion Branches close to CAF Bases and Wings, and high traffic locations. A copy of the memorandum that was sent to the PED's will be sent to the Provincial Poppy Chairs today.

The new Pay Tribute Poppy Boxes will have the option of \$5, \$10, and \$20 donations buttons. This was based on the feedback received from vendors, Legion Branches and general public who used the boxes in 2020.

Some Committee members had concerns with the amount of the donations on the V2 Poppy Boxes starting at a \$5 and stated they thought it was too high. The V2 poppy boxes are meant to augment the V1 poppy boxes that have the \$2 amount and still have the capability for cash donations. So, Branches have the option of how they wish to deploy the Poppy boxes to suit their requirements. We will ask the PED to provide input on their preference; \$2, \$5, \$10, or \$5, \$10, \$20. We will then adjust the donation amount in accordance with the majority vote. (actioned 23 June)

The V2 Poppy boxes will be free to all Legion Branches as are the V1 Poppy boxes. Our Corporate Partner HSBC Bank Canada and the NHQ will ship both versions of the Poppy box at no cost direct to the Legion Branches.

The V2 Pay Tribute Poppy box will also meet the language requirements of the location where they are deployed.

100% of the donations collected will go back to the Legion Branch Poppy Fund.

**ACTION:** Committee Coordinator

## **8. NEW BUSINESS (AS INTRODUCED AT AGENDA ITEM 4**

The Provincial Chairs had an open discussion on Branch Trust fund reviews and compared best practises and to determine if there was a standard. More discussion will follow in future meetings.

9. **ROUNDTABLE**

There was discussion on the use of the Poppy Trademark and if we could info the Provincial Poppy Chairs when permission was given, so they could better track the use in their AOR. This would also lower the number of queries to the NHQ.

It was agreed that the Provincial Poppy Chairs attend P & R Committee meetings at least twice annually.

**ACTION:** Committee Coordinator

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

11. **ADJOURNMENT**

The meeting adjourned at 1215 hrs.



Angus Stanfield  
Chairman



Freeman Chute  
Committee Coordinator

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