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CHAPTER 1

INTRODUCTION

THE GUARDIANS OF REMEMBRANCE

101. We, as members of The Royal Canadian Legion, strive to keep the memory alive of the 117,000 Canadian men and women who paid the supreme sacrifice in the service of Canada during war and on subsequent operations since Korea. This goal is achieved through our annual Poppy Campaign and the Remembrance Day services organized by this great organization throughout the country and by our fellow citizens who are working far from our shores.

THE POPPY CAMPAIGN

102. The Poppy Campaign is the foundation of our Remembrance Program. We provide Canadians with the opportunity to Remember by providing them with a Poppy and to participate at Remembrance Day services. But our Remembrance activity goes far beyond the two weeks leading up to 11 November each year. Canadians are generous when they see our Poppy volunteers on the street and the collection trays in the stores.

As a result of this generosity, we are able to ensure that Veterans and their dependants are cared for and treated with the respect that they deserve. The willingness to participate in the Poppy Campaign was one of the obligations we undertook when we became members of The Royal Canadian Legion. All of us must strive to never forget this solemn undertaking - it is part of the debt that we owe to those who have gone before.

It is through the Poppy Campaign and the generosity of our fellow citizens that, in addition to providing assistance to Veterans and their dependants, we foster the Tradition of Remembrance amongst our youth, the leaders of tomorrow.

103. Imagine the loss if the Poppy Campaign ever failed. The consequences are too drastic to imagine. We are the Guardians of Remembrance, and the lines from John McCrae's poem - "...if ye break faith with us who die we shall not sleep, though poppies grow in Flanders Fields." - are as true today as when they were first written.

THE POPPY MANUAL

104. For an undertaking as important as the Poppy Campaign to be successful, there must be procedures; otherwise the potential for disaster is great, if not inevitable. Article XI of The General By-Laws provides the direction necessary to operate the Poppy Campaign and lists the ways in which the funds that have been collected may be used. This manual provides the amplification to ensure that all are aware of what is to be done and how it is to be done. In short, The Poppy Manual has two goals:
- a. provides guidance and information that address planning, organizing, implementing, conducting and wrapping up the Poppy Campaign; and
 - b. describes the authorized uses of Poppy Trust Funds and the prohibitions on any other uses of these funds.
105. The Poppy Manual also provides guidance on a number of other subjects, which are:
- a. responsibilities of the persons who fill the various chairs;
 - b. the Branch Campaign;
 - c. the Do's and Don'ts of Poppy Trust Funds;
 - d. the Control of Poppy Trust Funds; and
 - e. historical information on the Poppy as a symbol of Remembrance and guidelines governing the use of this Legion trademark.

CHAPTER 2

RESPONSIBILITIES

GENERAL

201. In order for the Poppy Campaign to be successful, all Legion members at each level of the organization must cooperate and communicate with each other to the fullest. There is a saying - "a chain is only as strong as its weakest link" - and this saying holds just as true for the Poppy Campaign as anything else. In short, it is through the cooperative effort of each member that we achieve success.
202. With any endeavour, the more we know about our roles and responsibilities, the easier it is to understand where we fit in the big picture. This chapter is devoted to providing this information.

DOMINION COMMAND

203. At Dominion Command, responsibility for all Poppy and Remembrance matters and activities is vested in the Poppy and Remembrance Committee.
204. The specific responsibilities of this Committee are as follows:
- a. formulating policy recommendations for consideration by the Dominion Executive Council and Dominion Convention (as appropriate) that address activities that foster the Tradition of Remembrance, the Poppy Campaign, uses of Poppy Trust Funds and the Poppy symbol trademark;
 - b. researching, creating, publishing and distributing Poppy and Remembrance promotional material for use during the annual campaign;
 - c. researching, creating, publishing and distributing Poppy and Remembrance material suitable for use by the media during the annual campaign;
 - d. researching, creating, publishing and distributing Poppy and Remembrance material to be used in schools;
 - e. researching, creating, publishing and distributing Poppy and Remembrance material on the Internet directed at schools, but available to any person; and

- f. considering applications for Poppy Trust Funds and the Poppy symbol trademark.

PROVINCIAL COMMANDS

205. Each Provincial Command is responsible for planning, organizing, implementing and reporting all Poppy and Remembrance activities within the jurisdiction of the Command.
206. The following is a list of the major tasks that must be undertaken, but the manner in which they are organized at each Provincial Command may vary:
 - a. organizing and conducting Poppy Campaign workshops within the Command each year. The workshops are vital to the smooth operation of the annual campaign as it is here where the nuts and bolts are discussed. Also, those attending the workshops have the benefit of learning from the experience of others;
 - b. ensuring that Legion policy addressing Poppy and Remembrance matters is passed down the chain of command;
 - c. bringing forward ideas and suggestions to Dominion Command to increase the efficiency of Legion Poppy and Remembrance activities;
 - d. ensuring that the groups within their area of responsibility have the appropriate tools to conduct effective campaigns;
 - e. ensuring that those members supervising the distribution of Poppy Trust Funds are fully aware of their responsibilities; and
 - f. ensuring that Poppy Trust Fund returns are completed in accordance with the instructions provided in Chapter 6 of this manual and submitted on time.

DISTRICTS AND ZONES

207. The Commanders at the District and Zone level also have a very significant role to play in the preparation and implementation phases of the Poppy Campaign. The responsibilities of these persons are as follows:
 - a. assisting in the training of branch Poppy and Remembrance Committee Chairmen;

- b. ensuring that each branch has an efficient committee and campaign organization;
- c. ensuring that branch campaigns receive an appropriate level of exposure in the local media;
- d. ensuring that Poppy Trust Fund accounts are maintained in separate bank accounts from general funds at branches; and
- e. ensuring that branch Poppy Trust Fund Committees provide Provincial Commands with timely annual financial statements that show income from the Poppy Campaign, expenditures for promotional aids, Poppy material, campaign operating expenses and disbursements as required by Section 1206 of the General By-Laws.

BRANCHES

208. It is the responsibility of each Branch President to ensure that the following action is taken concerning the Poppy Campaign:

- a. appointing a Chairman of the Poppy and Remembrance Committee early and following up to ensure that a strong committee is in place;
- b. verifying that the persons participating in the campaign receive instructions as to their roles and responsibilities;
- c. ensuring that the Poppy Campaign is “the branch activity” of the year by motivating the executive committee and members to become involved;
- d. if required, obtaining local authority to canvass;
- e. ensuring that the Poppy and Remembrance material used has been manufactured by the authorized Dominion Command supplier and that it has been obtained through Provincial Command;
- f. ensuring that Poppy Trust Funds are accounted for in accordance with Sections 1101 - 1115 inclusive and Section 1206 of the General By-Laws;
- g. ensuring that Poppy Trust Fund accounts are audited annually;

- h. **ensuring that the Branch Status Report - Poppy Trust Funds is completed by 31 October and submitted to the appropriate Provincial Command.** A copy of this form is shown at the end of this manual and instructions for its completion are contained in Chapter 6; and
- i. ensuring that the general public is informed, through the local media, of the results of the campaign including the contributions received and the disposition of funds. (See Section 606)

PROMOTIONAL AND REPORTING MATERIAL

209. In addition to this Manual there are other materials that are invaluable to the Poppy Campaign as follows:

- a. **Poppy Promotional Material Order Form - Stock Number 200802** - This form is used to order all of the promotional material required to mount a successful campaign. When completed, it is forwarded to your Provincial Command office which will fill your order;
- b. **Promotional Material Catalogue - Stock Number 200807** - This catalogue contains pictures and descriptions of the promotional material listed on the form mentioned just above;
- c. **Wreath Catalogue - Stock Number 200817** - This catalogue is one piece of paper which displays Poppies, Wreaths and Crosses and is listed on the order form above;
- d. **Wreath and Poppy Order Form - Stock Number 200804** - This is the form that is used to order your Wreath and Poppy supplies for the campaign. When completed, it is forwarded to your Provincial Command office which will ensure that your order is filled; and
- e. **Branch Status Report - Poppy Trust Fund - Stock Number 200837** - This form is used to report the income, expenses and disbursements of Poppy Trust Funds. **THE REPORT MUST BE COMPLETED BY 31 OCTOBER** annually and forwarded to your Provincial Command office. Instructions for completing the form can be found in Chapter 6 of this manual.

210. As stated in Subsection 208.e., all Poppy Promotional & Reporting Material listed below including all Poppies and Wreath supplies **must** be ordered through Provincial Command.

SUMMARY

211. In summary, this chapter outlines the responsibilities for Poppy and Remembrance matters at the Dominion Command, Provincial Command, District, Zone and Branch levels of The Royal Canadian Legion. Each has a role and our success is dependent upon each person in this chain performing their responsibilities to the best of their ability.

CHAPTER 3

THE BRANCH CAMPAIGN

GENERAL

301. The annual Poppy and Remembrance Campaign is not an administrative chore to be handled by a few branch officers or the secretary. The campaign is the most important branch project of the year and it must be conducted by a committee dedicated to this purpose. The size of the committee will vary depending upon the size of the branch and the population of the community. For example, in large metropolitan centres, experience has shown that a joint Poppy and Remembrance Committee comprised of representatives from all branches in the area has proven advantageous. As stated, local conditions will dictate the size of the committee, but it is imperative that the size of the committee meets the needs of the branch to ensure a full and effective campaign.
302. The campaign is also an opportunity to involve other veterans organizations, youth groups sponsored by the branch, and other community service organizations who wish to assist in fostering the Tradition of Remembrance. It must be remembered that The Royal Canadian Legion is responsible for the campaign and care must be taken to ensure that control of the campaign is not lost or that control of Poppy Trust Funds is not relinquished.

The Poppy Campaign is conducted under the authority of Article XI of the General By-Laws and all who assist must be aware of this fact. Under no circumstances is another veterans organization or any other group authorized to account for, hold or distribute Poppy Trust Funds. Nevertheless, it is essential after the campaign to publicly acknowledge the support of other veterans organizations or other groups (e.g. the local cadet unit) that have assisted in the Poppy Campaign.

OPENING THE CAMPAIGN

303. The commencement of the campaign is governed by two factors:

a. **Ceremonial Opening**

- i. An allowance is made for the schedules of key personalities who are called upon to open the campaign. The ceremonial presentation of first Poppies to the Governor General and Lieutenant Governors will take place at ceremonial functions as arranged by Commands at the most appropriate time. Obviously, it is to the advantage of the Legion to have ceremonial openings as it is an opportunity to receive positive publicity. Every effort is made to arrange these ceremonies as close to the official opening date as possible, but flexibility must be maintained. **These ceremonial presentations are not to be considered as a start of the annual Poppy Campaign;**
- ii. The ceremonial presentation of the National First Poppy to the Governor General by the Dominion President will be coordinated by Dominion Command for an appropriate date prior to the actual campaign start date. When possible, the date for the ceremonial presentation of the National First Poppy will be advised by 1 September to all Provincial Commands; and
- iii. Presentation of Provincial First Poppies by Provincial Commands to Lieutenant Governors and any other First Poppy presentations by Branches shall be actioned at a convenient date subsequent to that for the presentation of the National First Poppy to the Governor General.

- b. **Official Opening** - The General By-Laws, Subsection 1101.c., state that the distribution of Poppies to the general public will **commence no earlier than the last Friday in October and conclude on 11 November.**

THE BRANCH POPPY AND REMEMBRANCE COMMITTEE

CHAIRMAN

304. The key to a successful campaign rests with the Poppy and Remembrance Committee Chairman, who is appointed by the Branch President. The Chairman must be capable of exercising leadership, have the ability to build consensus and, in general, be a person who has the trust and respect of the committee members. The Chairman is also responsible to ensure that the persons participating in the campaign receive instructions as to their roles and responsibilities. The position of Chairman is challenging, but it is a position that any member should aspire to, as it is during the Remembrance period that we renew our pledge to not break faith.

VICE-CHAIRMAN

305. The need to appoint a Vice-Chairman cannot be over-emphasized. This person is there to assist the Chairman in any way possible and to provide continuity in the event that the Chairman cannot carry on.

SUB-COMMITTEES

306. A list of Sub-Committees needed to ensure a successful campaign has been compiled. It is realized that local conditions will dictate the degree to which a formal organization is required; however, it must be remembered that the following responsibilities must be addressed, be it by a sub-committee or an individual:

- a. Publicity and Promotion;
- b. School Distribution;
- c. Speakers' Bureau Coordinator;
- d. Material and Supplies;
- e. Advance Sales;
- f. Telephone and Communication;
- g. Area Planner and Dispatcher;
- h. Door-to-Door Canvass;
- i. Office and Factory Canvass;
- j. Mailing Campaign; and
- k. Poppy Trust Fund Treasurer.

PUBLICITY AND PROMOTION CHAIRMAN

307. The person responsible for this sub-committee must be familiar with all of the promotional material that is available to assist with the campaign. The material is listed in the Promotional Material Catalogue, described in Chapter 1, and it can be ordered through the Legion supply system. Obviously, this action should be taken well in advance of the campaign. In addition to knowing what is available to assist with publicity, the member is also responsible for:

- a. ensuring that branch members understand the theme of the campaign and have sufficient detail to discuss it with others. In order to ensure that all are aware of the plan, a briefing is required well in advance of the campaign;
- b. being familiar with video tapes that have a Remembrance theme, which are shown in the Promotional Material Catalogue and included on the Poppy Promotional Material Order Form. Again, both are described in Chapter 1;
- c. implementing Remembrance activities for local schools. These activities must be planned well in advance and cooperation, advice and assistance must be sought from teachers, administrators and school boards. The following is a list of the major activities involved with the school program:
 - i. provide schools with the names of and a means to locate speakers who have been identified by the Speakers' Bureau Coordinator as willing to speak to students on the subject of Remembrance;
 - ii. create and distribute a Remembrance Program for use at school assemblies; and
 - iii. provide advice and assistance as requested.

SCHOOL DISTRIBUTION

308. The Chairman of this Sub-Committee has a very important task. It can be said, without fear of contradiction, that the distribution of Poppies to our youth at school is one of our most important responsibilities. For many students, this is their first real exposure to the Tradition of Remembrance and if it is done in a positive manner, it will have a lasting impact. Distribution of the Poppies

must be done in a systematic manner to ensure that no one is overlooked. It should also be remembered that this activity is separate and apart from the Literary and Poster contests that occur earlier in the fall.

SPEAKERS BUREAU COORDINATOR

309. The duties of this Sub-Committee Chairman are to locate and identify persons who are willing and able to speak to students on the subject of Remembrance. It is necessary to identify a number of speakers and the number required will be determined by local conditions. It is vital that these persons have a good understanding of why it is important to foster the Tradition of Remembrance in the schools and be willing to make themselves available on short notice. Once these persons have been identified, it is important to pass their names along to the Publicity and Promotion Sub-Committee.

MATERIAL AND SUPPLIES

310. This Sub-Committee is responsible for the following:

- a. assessing the amount of Poppy and Remembrance material needed for the campaign;
- b. obtaining the appropriate order forms through the Legion Supply system;
- c. ordering a sufficient quantity of promotional material from the applicable Provincial Command. The material is shown in the Promotional Material Catalogue;
- d. ordering Poppies and Wreaths in a timely manner - for example not later than 1 September; and
- e. ensuring that the Poppy material on hand, such as trays, is in good repair.

ADVANCE SALES

311. The tasks for this Sub-Committee begin in early fall and should be completed by the first week in November. The Sub-Committee operates on the principle that the more Wreaths on display in the community, the greater the level of public consciousness and the greater the support for the campaign. The principal responsibilities of the sub-committee are as follows:

- a. canvass all commercial outlets in the branch area and offer the opportunity to obtain Wreaths and display them in the business establishment during the Remembrance period. It is advisable that the canvassers be in possession of Wreath catalogues, which are described in Chapter 1, to show the type of Remembrance material that is available. While branches are authorized to sell Wreaths and distribute Poppies to these businesses throughout the fall, it is imperative that no Remembrance material be placed on display in any establishment until the official start of the campaign;
- b. arrange for Wreaths to be placed at the Cenotaph by a Legion member should the purchaser desire; and
- c. at an appropriate time after the Remembrance Day service, ensure that the Wreaths are removed from the Cenotaph.

Note: It is not mandatory that Wreaths and Crosses collected from the Cenotaph be destroyed. They may be used in another manner to promote Remembrance, such as for display at community cemeteries or placement at veterans' gravesites. Used Wreaths and Crosses **SHOULD NOT** be re-sold.

TELEPHONE AND COMMUNICATION

312. The principal activity of this Sub-Committee is to recruit canvassers - "the people who poppy" - as it is this group that has the greatest influence on the success or failure of the campaign. As can be appreciated, the Poppy and Remembrance Committee Chairman must devote a great deal of effort to determine the manner in which this group will be structured. The method of the Sub-Committee's operation will vary from branch to branch and the following points should prove useful:

- a. place a notice on the branch bulletin board immediately after Labour Day to inform the members of the approach of the Poppy Campaign; remind the members that they have a duty to help; explain the essential role the canvassers have to play; and request volunteers;
- b. publish the notice in the September and October branch bulletins and include a method for members to reply;

- c. consider sending a letter to each member of the branch requesting that they advise the time and date they wish “to poppy” and follow up with a confirmatory telephone call;
- d. one week before the campaign confirm the availability of the volunteers;
- e. pass a list of the volunteers to the Poppy Campaign Dispatcher; and
- f. last and most important - punctuality, punctuality, punctuality!

AREA PLANNER AND DISPATCHER

313. The ideal member for this position is a person who has an intimate knowledge of the local geography. The responsibilities are:
- a. ensuring that transportation is available for the canvassers and that those canvassing are not forgotten when their shift is finished;
 - b. scheduling canvassers so that high pedestrian traffic areas are manned on a continuous basis;
 - c. knowing how many canvassers are required at a specific location at any one time;
 - d. ensuring that an appropriate level of supervision is provided for any youth who are canvassing; and
 - e. generally responding to the needs of the canvassers.

DOOR-TO-DOOR, OFFICE AND FACTORY CANVASS

314. Some branches have found that these types of canvasses can be very successful and the same guidelines outlined for the Area Planner and Dispatcher apply.

MAILING CAMPAIGN

315. This means of soliciting funds can be used in areas where any other method of “poppying” is impractical. Should a branch determine that this is an appropriate means to solicit donations, the Sub-Committee Chairman should be aware that success has the potential to be spotty and the best results can be achieved by including an addressed return envelope with the Poppy and

request for donation. Branch members should also be included in the mailing. It may also be considered useful to prepare a list of business establishments, influential groups or persons and write letters asking for contributions.

POPPY TRUST FUND TREASURER

316. The Sub-Committee requires a separate room with an adequate level of security in which to carry out its tasks.
317. The members must be aware of the following administrative requirements:
 - a. each collection box given to a canvasser must be marked, sealed and registered before it is used;
 - b. upon return of a collection box, the location of the canvass and time and date of return are to be recorded and the funds accounted for as quickly as possible;
 - c. statistics need to be kept of the location where canvassers have been placed and, if possible, an hourly count of funds donated. This action provides the opportunity to assess the success of the campaign in areas of the community. For example, if donations are increasing, there may be a requirement for additional canvassers or if donations are dropping off, fewer canvassers will be required. Also, the information will be of great help when preparing for the next Poppy Campaign;
 - d. funds are to be deposited as quickly as possible in a Poppy Trust Fund Bank Account which is **separate** from other branch accounts; and
 - e. Poppy Trust Funds must remain under the control of the Legion. They cannot be allocated for distribution to another veterans group or any other organization.

THE CAMPAIGN CHECKLIST “PUTTING IT ALL TOGETHER”

318. The following checklist is intended to be used as a quick reference and the duties and responsibilities of the applicable Sub-Committee Chairman need to be consulted for additional information:
- a. form a committee that knows the area and is willing to work hard;
 - b. the complete committee should attend the district/zone Poppy and Remembrance seminar;
 - c. contact all branch members to seek their assistance;
 - d. should the branch have a full time secretary/manager, the committee must work closely with this person to ensure that all necessary supplies are ordered in a timely manner;
 - e. recruit Area Captains, including members of the Ladies Auxiliary, at the September branch meeting, stressing the importance of creating a canvassing team - teams recruited early have much better success than those put together at the last minute;
 - f. arrange for the Captains to be in charge of street distribution;
 - g. ensure that there is sufficient material for teachers and speakers and that Poppies are available for all schools in the branch area. It is not unreasonable to expect education administrators to assist in defining the requirement;
 - h. make personal contact with businesses (corner stores, service stations, restaurants, financial institutions, retailers, etc) to obtain permission to place trays (silent solicitors) in their establishments;
 - i. contact churches to determine if they wish to purchase a Cross or Wreath and be prepared to supply background material for inclusion in sermons, etc;
 - j. ensure no other branch activities, such as meetings, other canvasses or special entertainment, interferes with the Poppy Campaign;

- k. use the Branch Publicity Sub-Committee Chairman to the best advantage by keeping that person fully informed of all campaign activity and use the material provided to its full advantage;
- l. review past lists of donors, contact them and encourage them to provide another donation;
- m. have at least one member of the Poppy and Remembrance Committee on duty in the branch every day and evening of the Poppy Campaign;
- n. the week prior to the Poppy Campaign, confirm with the Captains that their teams are ready. Suggest to new Captains that it is desirable that they visit their area of responsibility to become familiar with the geography, if not already done;
- o. confirm the availability of the other volunteers and youth groups that will assist during the campaign;
- p. collect and number the coin boxes;
- q. deliver Poppy trays to all of the locations that have agreed to accept them;
- r. implement a procedure to ensure that supplies do not run short. Do not allow large amounts of money to accumulate and change the boxes frequently to reduce the amount of money left unattended;
- s. while it is desirable to complete the door-to-door canvass in one day, ensure that sufficient canvassers are available in the event it must be done over two or three days;
- t. have plastic bags available to cover canvassing trays in the event of inclement weather;
- u. at the conclusion of the campaign, ensure that the pick up of leftover material is managed in as professional a manner as the campaign itself;
- v. when the campaign is over, use the media to acknowledge those groups which assisted in the campaign and to thank the community publicly; and
- w. Pray for fine weather!

POPPY MATERIAL STORAGE AND RENTAL COSTS

319. In reference to Subsection 1104.c. of the General By-Laws, Branches and Commands may charge “pre-determined storage costs” of Poppies and Wreaths, promotional aids and canvassing supplies to the Poppy Fund. However such costs will be determined by Dominion Command.

a. For Commands:

- i. For rental of interior space in the Command building—A maximum of 200 sq. ft. may be compensated at \$7 per sq. ft./year for a full 12 months (\$1400 a year maximum).
- ii. For rental of exterior warehouse space—A maximum of 200 sq. ft. at \$3.50 per sq.ft./year for a full 12 Months (\$700 a year maximum).

b. For Branches:

- i. Interior Space Within the Branch—A maximum of 3 months (1 Sept. to 30 Nov.) compensation at \$7 per sq.ft./yr. for 200 sq. ft. (a total of \$350 a year).
- ii. For Rental of Exterior Warehouse Space—A maximum of 3 months for 200 sq. ft. at \$3.50 per sq. ft./year (a total maximum of \$175 per year).

c. The manner of administering requests from branches to charge pre-determined storage costs to the Poppy Fund is left to the discretion of the Provincial Commands.

CHAPTER 4

THE DO'S OF POPPY TRUST FUNDS

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 Funds must be held in trust at each level of the organization. They may not be used as general funds. Trust funds are to be used for the following purposes only:

- a. the basic purpose and obligations of the Poppy Trust Fund are to assist the following persons:
 - i. Any person who is serving or who has honourably served in the Canadian Forces and their dependants who are in need of assistance;
 - ii. Merchant Navy personnel who are eligible for and who have been awarded campaign stars or decorations, and their dependants who are in need of assistance;
 - iii. ex-service personnel of Commonwealth countries who are resident in Canada, and their dependants who are in need of assistance; and
 - iv. ex-service personnel of allied countries who are resident in Canada, and their dependants who are in need of assistance.

Note: The funds may only be used for emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period but may be offered more than once to an individual.

- b. the promotion of Remembrance of the sacrifices of Veterans;
- c. funding of the Two Minutes Wave of Silence program at all levels of the Legion;
- d. reasonable expenses of the Branch Service Officer that are directly related to service work;

- e. the award of bursaries to students who are children, grandchildren or great-grandchildren of any of the personnel as identified in Section 401.a. who are in need of assistance. Bursaries may be awarded at any stage of a college or university program;

Poppy Trust Funds may also be donated to a centralized Command bursary fund;

Note: A bursary is given for need, unlike a scholarship, which is awarded for scholastic achievement.

- f. the purchase of Poppies, Wreaths, canvassing supplies and promotional material for the annual Poppy Campaign;
- g. predetermined storage costs for Poppies, Wreaths, canvassing supplies and promotional material (refer to your Provincial Command for guidance on rental space and compensation limitations);
- h. reasonable local administrative costs associated with the Poppy Campaign. These local costs are those directly related to the campaign, defined as telephone charges, coin wrappers, postage, stationary, advertising, bank charges and soft refreshments and light lunches for canvassers and/or volunteers, defined as coffee, juice, soup, sandwiches or donuts. Other administrative costs of a similar nature may be considered;
- i. distribution of Poppy and Remembrance material, as authorized by Dominion Command to be used in schools;
- j. reimbursement of reasonable expenses incurred by the Poppy and Remembrance Chairman or, if required his/her replacement to attend Poppy and Remembrance seminars;
- k. reasonable expenses incurred for the required external audit of Command/Branch Poppy Trust Funds. For branches that do not have an external audit but pay a bookkeeping agency to maintain the branch accounts, Poppy Trust Funds are authorized for this service but are limited to the percentage of work attributed to the Poppy Trust Fund account only and not on other or general accounts;
- l. prizes for Literary and Poster contests; and

- m. comforts for Veterans and their widows/widowers who are hospitalized, in long term care facilities, in a nursing home or who are incapacitated and are being cared for at home. These comforts are defined as food items (confectioneries, fruits, sweets, etc.), reading material, flowers, personal toiletry items, writing materials, postage and short-term TV rental. Other costs of a similar nature may be considered.

Note: For those Veterans who are confined in a facility for a long period of time (over one month) other special items of personal comfort (such as a special blanket/comforter) may be considered. The provision of a TV and/or cable service to a Veterans' wing may also be considered.

SPECIAL USE EXPENDITURES

402. Poppy Trust Funds may be expended for “special uses” as follows:

- a. For all Special Use Expenditures outlined in this article, with the exception of Subsection 402.i., branches are limited by the maximum allotment that may be made each year from Poppy Trust Funds as specified in each article rather than by the frequency of funds given. For example, the allotment allowed under Subsection 402.h. may be made in one donation or divided into smaller, multiple donations as long as the total given in a year does not exceed the original allotment authorized; See Section 603 for approval process;
- b. In accordance with Subsection 130.b. of the General By-Laws, the financial year for Poppy Funds shall commence on the first day of October in each year and terminate on the thirtieth day (30th) September the following year. References to “annual” or “yearly” basis refer to this timeframe;
- c. It is a condition of any such special use expenditures of Poppy Trust Funds that, prior to any Poppy Campaign in which such funds might be collected, notice be given to the public that a portion of the monies then collected might be used for such purposes.

It is a further mandatory condition of any such special use expenditures that provision shall have been made for Veterans and their dependants to receive priority in the use of such housing accommodations or care facilities;

- d. **Housing Accommodation or Care Facilities:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the balance in a Poppy Trust Fund on the thirtieth day (30th) September in the Poppy year preceding the expenditure, to purchase, construct, repair or furnish housing accommodation and care facilities, including hospital wards/ rooms for elderly or disabled persons. The 50 percent limit does not apply to a registered veteran's organization whose aims and objectives are for providing accommodation or care facilities for Veterans and dependants;
- e. **Ex-service Personnel of Commonwealth or Allied Countries and their Dependants:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 25 percent of the balance in a Poppy Trust Fund on the date prior approval is requested preceding the expenditure, for the purpose of assisting ex-service personnel of Commonwealth or allied countries and their dependants who are resident outside of Canada and are in need;
- f. **Medical Training and Medical Research:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the total available in a Poppy Trust Fund on the date prior approval is requested preceding the expenditure for medical training and medical research directed to geriatric support, or for community medical appliances such as "jaws of life", photo imaging cameras and defibrillators which will assist in the care of Veterans;
- g. **Drop-in Centres and Meals on Wheels:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the total available in a Poppy Trust Fund on the date prior approval is requested preceding the expenditure for support of drop-in centres for the elderly and support of meals on wheels services only as long as these provide known support of Veterans in the community;

- h. **Relief of Disasters:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the total available in a Poppy Trust Fund on the date prior approval is requested preceding the expenditure for donations for relief of disasters declared by the federal or provincial governments;
- i. **Transportation:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the total available in a Poppy Trust Fund on the date prior approval is requested preceding the expenditure for transportation of Veterans as necessary for medical appointments and/or compassionate reasons;
- j. **Restoration/Repair of Monuments:** Subject to prior approval by Provincial Command, branches may make an allotment up to 25 percent of the balance in a Poppy Trust Fund account on the thirtieth day (30th) September in the year preceding the expenditure provided that the 25 percent does not exceed 50 percent of the total funds required to maintain and preserve local monuments to Veterans. The other 50 percent must be provided by the community or another organization;
- k. **Support of Cadet Units:** Subject to prior approval by Provincial Command, a branch may make an allotment up to 20 percent of the balance in a Poppy Trust Fund account on the thirtieth day (30th) September in the year preceding the expenditure to support Cadet Units that have assisted the branch with the Poppy Campaign;

Note: Cadet units are defined as Sea Cadets, Army Cadets, Air Cadets and Navy League Cadets.

- l. **Annual Veterans Visit:** Subject to prior approval by Provincial Command, Poppy Trust Funds may be used once a year to provide an annual visit to branches both for the Veterans who are Legion members and those Veterans in the local community, to offer a meal and camaraderie. Up to \$18.00 per meal is authorized from Poppy Trust Funds to cover the cost of the meal only and must not include the cost of any alcoholic beverages or other services, such as entertainment.

Furthermore, subject to prior approval by Provincial Command, Poppy Trust Funds may be used once a year to cover the cost of reasonable transportation expenses to transport the local Veterans to the local branch;

- m. **Personal Lifting Devices:** A Command, or, subject to the prior approval of the Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the balance in a Poppy Trust Fund on the thirtieth day (30th) of September in the Poppy Year preceding the expenditure, to cover the cost of installation, maintenance and repair to personal lifting devices installed in branches for the purpose of assisting Veterans, their dependants and other persons with disabilities.

Furthermore, subject to prior approval by Provincial Command, branches are authorized to use Poppy Trust Funds to provide accessibility to the branch itself by Veterans, their dependants and other persons with disabilities through the installation of an access ramp to the branch entrance and by installing or retrofitting the branch's main entrance with a handicap door operator. If necessary, funding for a replacement door in this instance only is also authorized;

- n. **Call to Remembrance Program:** Subject to prior approval by Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 10 percent of the balance in a Poppy Trust Fund on the thirtieth day (30th) September in the Poppy year preceding the expenditure for the purpose of supporting the Call to Remembrance program;
- o. **Coin Sorting Machine:** Subject to prior approval by Provincial Command, Poppy Trust Funds may be used to purchase a coin counting/sorting/wrapping machine for use in supporting the annual Poppy Campaign. Approved funds will be limited to a maximum of 10 percent of the cost of the machine;
- p. **Veterans' Reading Program:** A Command or, subject to prior approval by the Provincial Command, district, zone, branch or group of branches may, for the purpose of funding a Veterans' Reading Program for students, expend a portion of the monies in its Poppy Trust account not exceeding five percent of the excessive funds after all expenses are paid for as of the thirtieth (30th) day of September in the year preceding the expenditure; and

- q. **Canadian Military Family Resource Centres:** A Command, or, subject to prior approval of the Provincial Command, a district, zone, branch or group of branches may, for the purposes of supporting Canadian Military Family Resource Centres, expend a portion of the monies in its Poppy trust account not exceeding ten percent of the total available in the Poppy Trust fund on the thirtieth (30th) day of September in the Poppy Year preceding the expenditure for site specific, non-funded programs.

Note: Special use expenditures described above: The commitment of Poppy Trust Funds for these special use expenditures are subject to the following conditions:

- i. the Provincial Command's prior approval shall be requested in writing. The request is to contain – the amount, the intended recipient(s), the amount of funds held in trust at the time the request is made, the purpose of the request and the date of the General meeting at which the decision to request approval was taken;
- ii. prior to any Poppy and Remembrance Campaign during which funds for these purposes will be collected, notice must be given to the public that a portion of the funds collected may be used for the above purposes; and
- iii. Poppy Trust Funds may be donated to Provincial Command Charitable Foundations provided they are organized for the purposes outlined above.

403. As stated at the beginning of this chapter, Poppy Trust Funds are made available through the generosity of the Canadian public and consequently they are part of the public trust between Canadians and the Legion. A sure and certain way to lose public support and the credibility of the Legion is to use the funds in an incorrect or improper manner. In order to ensure that such circumstances do not occur, a list of prohibitions follows.

Note: Should a circumstance arise that is not addressed, advice from Provincial Command must be sought.

CHAPTER 5

THE DON'TS OF POPPY TRUST FUNDS

501. The following expenditures are not authorized:

- a. assistance to associate members unless these persons are residing with their parents, they are wholly dependent upon them for support and they are not receiving welfare assistance, a pension from any government source, or funds from employment insurance, or similar government program. In short there are few, if any, associate members who meet this criteria;
- b. assistance to affiliate members;
- c. expenses incurred for Remembrance Day ceremonies and Decoration Day ceremonies;
- d. the purchase of floral tributes or Wreaths for deceased Veterans or their families;
- e. payment for funerals or miscellaneous funeral home expenses;
- f. the payment for the service of a bugler/piper at the funeral of Veterans;
- g. lunches or refreshments related to the funeral of Veterans;
- h. hot meals and alcohol-based beverages for Poppy Campaign organizers, workers and volunteers;
- i. the purchase of cemetery plots, flag-poles and accessories;
- j. the purchase of headstones, grave markers, memorial plaques for cenotaphs and honour roll plaques for schools;
- k. the payment of property taxes for Veterans;
- l. the money for death benefit funds at branches;
- m. home care , housekeeping services or grounds keeping, such as grass cutting, leaf raking, snow removal, etc.;
- n. recreational pursuits and bus tours for Veterans;

- o. donations to community events, schools, youth groups, public speaking events or Legion oriented programs;
- p. the purchase of equipment for showing Remembrance films;
- q. the provision of loans;
- r. the funding of scholarships;
- s. any expenses incurred at conventions;
- t. renovations of any sort to branch premises except as outlined in Subsection 402.m.;
- u. general or non-specific donations to charities, be they registered or not, that do not meet the criteria listed in Sections 401 or 402 of the preceding chapter;
- v. the installation of public address systems at cenotaphs;
- w. the purchase of comforts for senior citizens in hospitals or nursing homes;
- x. public service projects such as donations to churches, memorial funds, recreational facilities, furnishings and non-medical equipment for hospital wards/rooms; and
- y. the purchase of war medals.

Note: To conclude the discussion addressing the list of prohibitions outlined above, the expenditure of Poppy Trust Funds on any of these activities is prohibited.

CHAPTER 6

CONTROL OF POPPY TRUST FUNDS

POPPY TRUST FUND COMMITTEE

601.

- a. Each branch shall establish a Poppy Trust Fund Committee. Although this Committee has responsibility for accounting, disbursing and reporting the status of the Poppy Trust Fund, it is responsible to the members of the branch. Poppy Trust Funds are Public Funds which are held in trust and the branch is responsible for this oversight function; and
- b. Poppy Trust Funds may be distributed only as authorized by Article XI of the General By-Laws and as amplified by this manual. Moreover, all decisions related to the control and distribution of Poppy Trust Funds must remain within the jurisdiction of The Royal Canadian Legion through designated Legion members only.

GRANTS AND BURSARIES

602. The Committee shall report expenditures and disbursements at general meetings of the branch as follows:

- a. the total amount of funds provided to individuals and the number of individuals shall be reported; however, the names of specific recipients are not to be reported without the expressed written consent of the recipients, their parents or guardians, as applicable;
- b. the total amount of funds and the number of individuals who received a bursary shall be reported; however, the names of recipients are not to be reported without the expressed written consent of the recipients, their parents or guardians, as applicable; and
- c. Provincial Commands that receive funds for bursaries from Dominion Command shall report expenditures as defined by Dominion Command from time to time.

SPECIAL USE PURPOSES

603. When it is proposed that funds be utilized for “special uses”, as allowed for in Sections 1105 - 1115 inclusive of the General By-Laws, the Poppy Trust Fund Committee is to seek approval for the proposed expenditure at a general meeting of the branch. The date of the general meeting and the motion recommending the expenditure are to be included in the request for approval forwarded to the applicable Provincial Command. A sample application form is included at Annex A of this manual.

BRANCH SERVICE OFFICER

604. It is imperative that the Branch Service Officer be included as a member of the Poppy Trust Fund Committee as he/she can provide valuable guidance as to the manner in which Poppy Trust Funds may be utilized. The assistance that this person can provide will ensure that the Committee does not run afoul of the regulations.

PROHIBITED EXPENDITURES

605. It is prohibited to commit to Poppy Trust Fund expenditures in advance of any Poppy Campaign.

PUBLIC NOTICE

606. Prior to commencing the annual Poppy Campaign, branches shall provide the public with a financial statement through local media either by paid advertising or through a public service announcement or on their locally advertised website. Branches can also co-share such requirements with other branches, Districts and Zones to minimize expenses.

POPPY TRUST FUNDS AND THE PUBLIC

607. As has been stressed throughout this manual, the money collected during the annual Poppy and Remembrance Campaign does not belong to the Legion, but the Legion is responsible for these funds. The funds have been contributed by the Canadian public to honour the memory of those who paid the supreme sacrifice as a tangible means to assist with fostering the Tradition of Remembrance, and to permit the Legion to assist the persons and activities that have been defined as being eligible to receive these funds. In short, the funds are Public Funds and the Legion (branches and Commands) is charged with the trust of overseeing their disbursement in an appropriate and straightforward manner.

608. Bearing in mind the discussion above, the funds that have been donated are to be spent; they are not to be put away for a “rainy day” as people cannot be helped if the money is not made available - there is no place for the thrifty Poppy and Remembrance Chairman.

RECORD KEEPING

609. Generally, the public does not understand what Poppy Trust Funds are used for and the following must be borne in mind by all persons involved in the administration and reporting of Poppy Trust Funds:

- a. as Poppy Trust Funds are public funds, the public has a right to know what they are used for;
- b. Legionnaires, in addition to being members of the branch, are also members of the public and they have as much right to know what Poppy Trust Funds are used for as any citizen;
- c. the funds must be kept in separate trust accounts;
- d. the public must be informed, at least annually, of the results of the campaign and the disbursements emanating from the previous year’s campaign;
- e. from time to time, misinformation concerning Poppy Trust Funds circulate. It is the responsibility of the Poppy and Remembrance Chairman to set the record straight; and
- f. at the conclusion of the campaign, internal comprehensive reports must be prepared that detail the monetary success of the campaign, what was done, by which group and where improvements can be made. The purpose of these reports is twofold - they provide a permanent record of the activity that can be reviewed and are invaluable to the group that will take on next year’s campaign.

POPPY AND REMEMBRANCE FINANCIAL REPORTS

610. There is a history of a significant level of indifference at some branches as to the need and usefulness of submitting financial returns on Poppy and Remembrance activity. Yes, administrative matters can be a burden, but it is of the utmost importance that the information required be submitted for the following reasons:

- a. it is through the analysis of the returns that the success of the campaign can be measured;
 - b. they highlight strengths and weaknesses and assist Provincial Command Poppy and Remembrance Committees and Dominion Command to plan campaigns;
 - c. in some provinces, public contribution Acts make it mandatory to submit a return; and
 - d. above all, the returns serve to maintain and enhance our credibility; if branches do not submit complete and accurate Poppy returns, it is impossible for Provincial Commands to provide accurate information to the public and this situation becomes even more acute at the Dominion level.
611. The General By-Laws are precise on this subject as Subsection 1206.c. states [each command shall] “establish rules to ensure that Poppy Fund Campaign returns are made with reasonable promptness by districts, zones, branches and groups of branches to that Command”. **In short, the returns are mandatory.**

PROVINCIAL COMMANDS

612. Provincial Commands are required to submit the following returns:
- a. an annual audited statement of the Command Poppy Trust Account for the previous fiscal year. **The return is due at Dominion Command by 31 December each year.** Subsection 1206.b. of the General By-Laws refers; and
 - b. the status of the Poppy Campaign conducted within the Command. For example, the report on the 2010 campaign is to be provided to Dominion Command by 1 March 2012.

BRANCH STATUS REPORT - POPPY TRUST FUND

613. The Poppy Trust Fund Branch Status Report used at the branch level has been revised for simplicity and a sample is included at the end of this manual.
614. The Poppy fiscal year covers the period 1 October and ends 30 September of the following year and the report includes the most recent Poppy Campaign and the disbursements made up until the following September.

For example, let us assume that the report is being completed for the period 1 October 2009 to 30 September 2010. The funds to be reported are the balance of the Poppy Trust Fund as of 1 October 2009, the money collected during the November 2009 Poppy Campaign and the funds disbursed up to and including 30 September 2010.

615. The form is to be completed in the following manner:

- a. **Title Line**—The name of the branch and Command are self-explanatory. The date of completion is the actual date the form is completed;
- b. **Poppy Trust Fund Statement**— The year used with these dates is the current Poppy year. For example, if this report is being prepared 20 October 2010, then the Poppy year commenced 1 October 2009 and ended 30 September 2010;
- c. **Due Date**—The completed form is due at your Provincial Command office by 31 October of the reporting year. The sample report being used throughout this manual is a Poppy year that commenced 1 October 2009 and ended 30 September 2010. Therefore, in this example, the Poppy Trust Fund Status Report is due at the Provincial Command office no later than 31 October 2010;
- d. **Opening Balance** -
 - i. **A** - The amount of money to be shown here is the balance in the Poppy Trust Fund as of 1 October of the current Poppy year. The amount is obtained by consulting the Closing Balance as of 30 September of the previous Poppy year. Although there is only a difference of one day, it must be realized that a new Poppy year is commencing 1 October and the old year ended, 30 September;
- e. **Activity** -
 - i. **B - Income from campaign and all other sources** - The total amount of money received from all sources - Poppy Campaign, other donations, gifts, etc, is to be shown in this box;
 - ii. **C - Sub Total - A + B = C** – Box A and Box B are added together to obtain this sum;

iii. **D - Campaign Expenses -**

- 1 – Poppies and Wreaths** – Enter the amount of money paid to your Provincial Command office for this material;
- 2 – Promotional Material** – Enter the amount of money paid to your Provincial Command office for this material;
- 3 – Youth Education Program** – Enter the amount of funds expended on approved Youth Education Programs
- 4 – Stamps** – Enter the total spent on postage in accordance with Article 401.h of this manual.
- 5 – Advertising in Local paper** – Enter the cost of advertising the campaign in local papers.
- 6 – Other Local Expenses** – Enter the cost of administering the campaign locally and attach a breakdown of expenses. Guidance concerning expenses that are considered reasonable and appropriate can be found at Chapter 4 of this manual.
- 7 – Sub Total – $D1+D2+D3+D4+D5+D6=D7$.** Enter the sum of D1 to D6 inclusive in Box D7 to obtain the amount of the subtotal.

iv. **E - Disbursements -**

- 1 – Grants to Veterans and their dependants** – Enter the amount of funds distributed for this purpose in accordance with Section 1104 of the General By-Laws;
- 2 – Bursaries** – Enter the amount of funds distributed for this purpose in accordance with Sub-subsection 1104 .b.iv. of the General By-Laws;
- 3 – Donations – Article XI, The General By-Laws.** Donations to be entered here are the “special use” expenditures as authorized in Article XI of the General By-Laws and any approved provincial programs. A list of donations is to be attached;
- 4 – Provincial Assessment** – Enter the Provincial Assessment;
- 5 – Sub Total - $E1 + E2 + E3 + E4 = E5$** - Enter the sum of E1, E2, E3 and E4 in Box E5 to obtain the amount of the subtotal;
- v. **F - Total Expenses and Disbursements - $D7 + E5$** - Enter the sum of D7 + E5 to obtain the total F.

f. **Closing Balance -**

- i. **G - Balance in Branch Poppy Trust Fund as of 30 September - C - F = G** – This amount is obtained by subtracting the amount in Box F from the amount in Box C. The amount in Box G becomes the Opening Balance for the new Poppy year which commences 1 October - the next day; and
- g. **Certification** - The Poppy and Remembrance Chairman and the Branch President sign off on the form certifying that it is correct.

CHAPTER 7

GUIDELINES GOVERNING THE USE OF THE POPPY TRADEMARK

PURPOSE

701. The Poppy symbol is a registered trademark of The Dominion Command of The Royal Canadian Legion and is owned and controlled by Dominion Command. It cannot be used in any manner or configuration without the specific permission of Dominion Command. Without an effective and visible policy of trademark control, the Legion runs the risk of losing its trademark.
702. It is for this reason that this guideline on using the Poppy trademark has been prepared. It will provide Provincial Commands and branches with the necessary background information and examples of where the Poppy image may and may not be used. It will also serve to offer direction on the established approval process.

HISTORY OF THE POPPY

SYMBOL OF REMEMBRANCE

703. Each November, Poppies blossom on the lapels and collars of almost half of Canada's entire population. Since 1921, the Poppy has stood as a symbol of Remembrance, our visual pledge to never forget all those Canadians who have fallen in war and military operations. The Poppy also stands internationally as a "symbol of collective reminiscence", as other countries have also adopted its image to honour those who paid the ultimate sacrifice.
704. The significance of the Poppy can be traced to international origins.
- a. The association of the Poppy to those who had been killed in war has existed since the Napoleonic Wars in the 19th century, over 110 years before being adopted in Canada. There exists a record from that time of how thickly Poppies grew over the graves of soldiers in the area of Flanders, France. This early connection between the Poppy and battlefield deaths

- described how fields that were barren before the battles exploded with the blood-red flowers after the fighting ended;
- b. Just prior to the First World War, few Poppies grew in Flanders. During the tremendous bombardments of that war, the chalk soils became rich in lime from rubble, allowing “popaver rhoeas” to thrive. When the war ended, the lime was quickly absorbed and the Poppy began to disappear again;
 - c. The person who was responsible more than any other for the adoption of the Poppy in Canada and the Commonwealth was Lieutenant-Colonel John McCrae of Guelph, Ontario, a Canadian Medical Officer during the First World War. Having penned the poem IN FLANDERS FIELDS on a scrap of paper, little did he know then that these 13 lines would become enshrined in the innermost thoughts and hearts of all soldiers who hear them. Through his words, the scarlet Poppy quickly became the symbol for soldiers who died in battle;
 - d. His poem speaks of Flanders Fields, but the subject is universal - the fear of the dead that they will be forgotten, that their death will have been in vain. Remembrance, as symbolized by the Poppy, is our eternal answer which belies that fear;
 - e. Three years later, an American, Moina Michael, was working in a New York City YMCA canteen when she started wearing a Poppy in memory of the millions who died on the battlefield. During a 1920 visit to the United States, a French woman, Madame Guerin, learned of the custom. On her return to France, she decided to use handmade Poppies to raise money for the destitute children in war-torn areas of the country. Following the example of Madame Guerin, the Great War Veterans’ Association in Canada (the predecessor of The Royal Canadian Legion) officially adopted the Poppy as its Flower of Remembrance on 5 July 1921; and
 - f. Thanks to the millions of Canadians who wear the Legion’s lapel Poppy each November, the little red plant has never died. And neither have Canadian’s memories for 117,000 of their countrymen who died in battle.

SYMBOL OF UNITY

705. At 0530 hours on the morning of 9 April 1917, the Battle of Vimy Ridge began, marking an important milestone in our military history. For the next few days, Canadian troops fought relentlessly, braving enemy forces, a heavily-fortified ridge and the weather. This battle was significant; not only was it a resounding success for Canada but, in the words of Brigadier-General A.E. Ross, it marked the "birth of a nation". No longer would Canada be overshadowed by the military strength of her allies. This battle had proven Canada's ability as a formidable force in the theatre of war.

706. The bravery, discipline and sacrifice that Canadian troops displayed during those few days are now legendary. The battle represented a memorable unification of our personnel resources as troops from all Canadian military divisions, from all parts of Canada and from all walks of life, joined to collectively overcome the powerful enemy at considerable odds. Our troops united to defeat adversity and a military threat to the world.

707. Now, decades later, Canadians stand united in their Remembrance as they recognize and honour the selfless acts of our troops from all wars. We realize that it is because of our War Veterans that we exist as a proud and free nation. Today, when people from all parts of Canada and from all walks of life join together in their pledge to never forget, they choose to display this collective reminiscence by wearing a Poppy. They stand united as Canadians sharing a common history of sacrifice and commitment.

THE LAPEL POPPY

708. The Poppies worn in Canada today were first made in 1922 by disabled Veterans under the sponsorship of the Department of Soldiers Civil Re-establishment. Until 1996, Poppy material was made at the "Vetcraft" sheltered workshops run by Veterans Affairs Canada in Montreal and Toronto. The work provided a small source of income for disabled Veterans and their dependants, allowing them to take an active part in maintaining the tradition of Remembrance. When it no longer became practical for Veterans Affairs Canada to maintain the "Vetcraft" operations, the Legion volunteered to take on the continuing responsibility for the production of Poppies. In so doing, Dominion Command has awarded a production contract to a private company to produce the Poppies but all operations are conducted under strict Legion control and oversight.

POPPY PROTOCOL

709. This section will provide answers to the most commonly asked questions.

a. What does the Poppy represent?

The Poppy is the international symbol of Remembrance.

b. Why should I wear a Poppy?

When you wear a Poppy or display a Wreath, you honour the war dead and help Veterans and their dependants.

c. Who should wear a Poppy?

Everyone should be encouraged to wear a Poppy as it is a way for all Canadians to honour the memory of the thousands of Canadians who gave their lives in the defence of freedom. This freedom, however, also means having the right to choose and it is a person's right not to wear a Poppy if they choose.

d. When is a Poppy worn?

Traditionally, the Poppy is worn during the Remembrance period, which is from the last Friday in October to the end of the day on 11 November. Poppies may also be worn at other commemorative events throughout the year, such as the Battle of the Atlantic, the Battle of Britain, a memorial service at a Legion Convention and other similar occasions. The Poppy may also be worn by Colour Parties when on parade and by members attending funeral services for Veterans or Ordinary members.

e. How is the Poppy worn?

The Poppy is always worn on the left breast, close to the heart. When wearing standard Legion dress, the lapel Poppy is worn on the left lapel immediately above the Legion lapel badge. When wearing summer dress, the lapel Poppy is worn on the shirt, immediately above and centred on the shirt crest. In inclement weather, the lapel Poppy is worn on the left side of the outer garment.

f. **Can I attach the Poppy to clothing with another type of pin?**

There have been many queries related to the wearing of the lapel Poppy, specifically as it relates to using a Canada flag pin or other such fastening device in the center of the Poppy.

It is the position of the Legion that the Poppy is the sacred symbol of Remembrance and should not be defaced in any way. No other pin, therefore, should be used to attach it to clothing.

While this should be the practice of all Legionnaires, it is recognized that the Legion cannot control its form of wear by the public. It is undoubtedly better to wear a Poppy with a Canadian flag in the center than not to wear a Poppy at all. The best that we can do is to encourage Legionnaires to wear it properly.

g. **Are other types of Poppies available?**

The Legion currently has a metal lapel Poppy pin with the words "We Remember" in a bottom banner. A Poppy sticker suitable for wear on clothing is also available.

h. **When should a Poppy be removed?**

The lapel Poppy may be worn throughout the whole of the Remembrance period and is removed immediately following the end of Remembrance Day, except in cases as described elsewhere in policy and the General By-Laws. Many people place their Poppy at the base of the Cenotaph in respect at the end of the Remembrance Day Ceremony. This is also fully acceptable.

i. **Is the Poppy centre green or black?**

The centre of the Lapel Poppy was originally black but was changed to green more than twenty years ago. In 2002, the centre was changed back to black to reflect the colours of the Poppies in Flanders – a red flower with a black centre. It is intended that the black centre will remain as the standard for the production of all future Poppy material.

j. **The Poppy Banner**

The Poppy Banner may be flown at all Legion branches during the Remembrance period.

THE REGISTERED POPPY TRADEMARK

HISTORY OF THE POPPY TRADEMARK

710. The Legion was given the responsibility to safeguard the Poppy as a sacred symbol of Remembrance by the People of Canada through an Act of Parliament in which the Legion was granted trademark copyright of the Poppy symbol in Canada. This trademark was registered on 30 June 1948.
711. This responsibility was bestowed upon the Legion to ensure that the largest veterans' organization in the country would be able to act in preserving the Poppy as a sacred symbol of the sacrifice of our Veterans. In doing so, the Legion accepted the obligation to ensure that it would never be used for commercial or personal gain or would never be desecrated through inappropriate use.

CANADIAN INTELLECTUAL PROPERTY OFFICE

712. All trademarks are registered with the Canadian Intellectual Property Office (CIPO). According to their website (CIPO, 2004) this office is a Special Operating Agency associated with Industry Canada and is responsible for the administration and processing of the greater part of intellectual property in Canada.

WHAT IS A TRADEMARK?

713. A trademark is a word, a symbol, a design (or a combination of these features), used to distinguish the wares or services of one person or organization from those of others in the marketplace. Trademarks come to represent not only actual wares and services, but the reputation of the producer. As such, they are considered valuable intellectual property. A registered trademark can be protected through legal proceedings from misuse and imitation (CIPO, 2004).

REGISTERED VERSUS UNREGISTERED TRADEMARKS

714. As defined on the CIPO website (CIPO, 2004) a registered trademark is one that is entered on the Trademarks Register. An organization is not required to register their trademark as using a mark for a certain length of time can establish ownership through Common Law. Registration, however, is prima facie evidence of this ownership. In a dispute, the registered owner does not

have to prove ownership; the onus is on the challenger. Use of an unregistered trademark can lead to a lengthy, expensive legal dispute over who has the right to use it. The Legion's Poppy symbol is a "registered trademark."

TRADEMARK NOTICE

715. According to CIPO, Canada has no specific legal requirement for a trademark notice, however, use of the symbols ® or TM beside the trademark is encouraged, such as on labels or packaging or in advertising or promotional materials. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

CONSISTENT USE

716. It is important that the trademark always appear in the form in which it has been registered without significant variation. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

INFRINGEMENT

717. Infringement occurs when the trademark or a confusing trademark is used by someone other than the registered owner who is not an authorized licensee. In order to prevent loss of distinctiveness and to prevent the registration of confusing trademarks by others, appropriate steps should be taken to protect and enforce trademark rights. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

RIGHTS OUTSIDE CANADA

718. The rights obtained by registering the trademark in Canada do not extend outside Canada. (CIPO Notes on Maintaining a Canadian Trademark Registration, 26 Oct 2005).

LEGION TRADEMARKS

719. The Legion has registered its trademarks with CIPO through a Canadian Intellectual Property and Technology law firm. These trademarks include:

- a. The Poppy Symbol;
- b. The Legion Badge/Crest;
- c. The Legion Logo;
- d. The Legion Tie; and

- e. The words “Canadian Legion”, “Legion” and “The Royal Canadian Legion”.

POPPY TRADEMARK EXCEPTIONS

720. It must also be reiterated that the Legion’s trademark and control of the Poppy image does not apply to any instance where the actual Poppy flower is used unless that usage is misrepresented as the Legion’s Poppy.

POPPY AND REMEMBRANCE COMMITTEE

721. The Dominion Command Poppy and Remembrance Committee is responsible for all matters related to the use of the Poppy symbol, the Poppy Fund and the Poppy Campaign. This Committee acts as the approving authority for all requests to use the Poppy image. The following sections will provide examples of such usage and will outline the process for consideration and notification of approval requests.

PROCEDURE TO REQUEST PERMISSION TO USE THE POPPY IMAGE

722. Requests for the use of the Poppy image, for any purpose and in any configuration or design, are to be forwarded to the Secretary, Poppy and Remembrance Committee at Dominion Command with sufficient time to permit a review by the Committee. The request, outlining details of the usage, may be forwarded by mail, fax or electronically and is to include:

- a. the name of the Command, Legion, corporation or individual seeking approval;
- b. a description of exactly how and where the Poppy will be used or displayed;
- c. an explanation of why the Poppy usage is requested;
- d. an indication of what period of time the Poppy will be used or displayed, as applicable;
- e. a disclosure, if intended for use on a product, of the selling cost of the item and a projection of the expected profit to be made;

- f. an indication of where the profit, if any, will be directed, whether to an organization, charity or manufacturer; and
- g. a draft drawing or design depicting how the image will be used, including image size and placement.

723. Failure to provide the required details will result in a delay of any decision being returned as the missing information must be received before the request can be placed before the Poppy and Remembrance Committee for its consideration.

DECISION NOTIFICATION

724. A decision on individual requests will be returned to the originating Command, branch or organization/individual. If the usage request is approved, the Poppy image will be made available in a variety of electronic formats in an attempt to meet the preference and needs of the originator.

USE BY COMMANDS AND BRANCHES

SIGNAGE

725. Use of the Poppy symbol on signage of any configuration must first be approved by the Dominion Command Poppy and Remembrance Committee.

PRINTED MATERIAL

726. The Poppy symbol may be used by Commands and branches for printed materials to be used in support of the Poppy Campaign. The Poppy image may also be used on invitations and programs celebrating commemorative events at the branch.

REGALIA

727. Dominion Command is the sole authority for the design, distribution and use of regalia items incorporating the Poppy trademark. Commands and branches are not authorized to use the Poppy symbol for the design and production of any consumer or re-sale items. Dominion Command reserves the sole right to market Poppy-related items and may, on occasion, produce re-sale items containing a Poppy symbol in order to help promote Remembrance.

USAGE REQUESTS

728. Requests from Commands or branches to use the Poppy symbol in the promotion of Remembrance on licence plates, signage or other items of Remembrance, which are unique to the Command or the branch, are to be forwarded to the Secretary, Poppy and Remembrance Committee at Dominion Command.

SITUATIONS WHERE USAGE WOULD BE CONSIDERED

729. The following examples are some situations where a requested use of the Poppy image could be considered. Please note that the use of the Poppy image is not restricted to these examples, rather they are listed to provide guidance. It is important to be aware that these situations are not automatically approved as each request must be reviewed on a case-by-case basis. The merits and implications of each request must be considered before a decision can be returned.

a. Government Use:

- i. **Federal.** Commemorative publications and other items produced by government departments, such as Veterans Affairs Canada, for the promotion of Remembrance;
- ii. **Provincial.**
 1. Provincial licence plates: assurances must be received indicating that these plates will be available to Veterans at no charge – they are not to be considered and assessed as a vanity plate – with only a small fee permitted for administrative costs (usually \$5.00). It is imperative that the Provincial Command office verify that an appropriate validation process will be employed in the issuance of veterans' licence plates incorporating the Poppy symbol;
 2. Remembrance-themed Public Service Announcements;
 3. Transportation Department roadside signage for veterans' memorial highways; and
 4. Use by elected government members of provincial legislatures in the development of promotional Remembrance material.

- iii. **Municipal.** Local advertisements offering free services to Veterans, such as a city transportation company's notice of free transportation to Veterans on Remembrance Day. Approval will be contingent on the occasion being celebrated.
- b. **Community Use:**
- i. **Parks.** Commemorative parks in the memory of Veterans where the Poppy would be positioned with respect, i.e. not inset or depicted in tiles on the ground or positioned in any way that would see the Poppy trod upon; and
 - ii. **Memorials.**
 - 1. Veterans' monuments in memorial parks;
 - 2. Headstone markers; and
 - 3. Museum displays erected to commemorate fallen Veterans.
- c. **Buildings:** Murals with a Remembrance theme;
- d. **Street Blades/Signs:**
- i. Street blades/signs for streets in an area unique to Veterans or to commemorate specific memorial events. This could include street blades/signs named after war battles that included Canadian participation. In all cases for any street blade/sign, each proposed name must be provided, either collectively or individually, as blanket-use permission will not be granted;
 - ii. Street blades/signs recognizing Veterans in general, such as Veterans Way;
 - 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
 - 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).

e. **Banners:**

- i. Street banners to recognize commemorative events, such as the Year of the Veteran; and
- ii. Individual, hand-made banners produced by a branch to recognize commemorative events. Such banners will not result in any profit.

f. **Veterans' Care Facilities:** Printed material acknowledging the acquisition of equipment through donations from the Poppy Trust Fund. (In these cases, the material would normally contain reference to the donating branch and employ the Legion badge vice the Poppy symbol.)

g. **Education Use:**

- i. Programs for school Remembrance Day Ceremonies; and
- ii. Material developed to promote Remembrance within the school system as long as this material is distributed at no cost to the school or student.

h. **Church Use:** Church bulletins or programs for Remembrance Day Services and commemorative events or funerals for Veterans.

i. **Publications:**

- i. Books and magazines that promote Remembrance. Books that are sold for a profit will only be considered with an agreed-upon royalty fee to the Poppy Trust Fund. Such approvals are not to be interpreted as an endorsement of the product and the Legion will not enter into any distribution agreement, arrangements or sales contract for such books;
- ii. Books listing and acknowledging local area residents with wartime military service in Commonwealth nations; and
- iii. In-house publications, such as reports or Remembrance Day notices, for veterans' health and care facilities.

j. **Pilgrimages:** Nametags for Pilgrimages.

k. Television and Print Media:

- i. Television advertisements produced to honour or recognize Veterans;
 - ii. Television broadcasts of Remembrance Day ceremonies;
 - iii. Newspapers for Remembrance Day features; and
 - iv. Branch websites for the Remembrance period in support of the annual Poppy Campaign
- l. Websites:** Websites of veterans' organizations, the Department of National Defence, the Canadian Cadet Organization or other youth or non-profit organizations when used to promote Remembrance. Permission will be restricted to the two-week Remembrance period. Such usage cannot be permitted, however, on any commercial sites of such organizations promoting the sale of their products.

SITUATIONS WHERE USAGE WOULD NOT BE CONSIDERED

730. The following examples are situations where a requested use of the Poppy image would not normally be considered. It is important to be aware that such situations are not automatically declined as each request must be reviewed on a case-by-case basis. The merits and implications of each request must be considered before a decision can be returned.

731. Particular care must be taken when a request is received from a commercial venture. Usage approval could be mistakenly interpreted as an endorsement of the product by The Royal Canadian Legion.

732. Please note that the image portion of the Legion logo, the Poppy in front of the red Maple Leaf, will not be authorized for use in any instance. It is part of the Legion logo and cannot be separated from the text. Similarly, the image of the Poppy in the foreground of barbed wire is not authorized for use.

733. Situations where the use of the Poppy image would not be considered include:

a. Community Use:

- i. **Parks.** Any area on the ground that could result in the Poppy being trod upon;

- ii. **Memorials.**
 - 1. Designation of Veterans from non-Allied or non-Commonwealth countries;
 - 2. Fixed or non-fixed memorials that do not clearly recognize Veterans; and
 - 3. A watermark on walls of recognition or any placement that could have text written across the Poppy image;
 - iii. **Buildings.** On floor tiles, including use in Legion branches; and
 - iv. **Medical Vehicles and Equipment.** Medical vehicles or equipment, even if purchased through donations from the Poppy Trust Fund.
- b. **Corporate Use:**
- i. Letterhead or printed material by corporations, companies or individuals;
 - ii. Project proposals by companies soliciting branch contracts;
 - iii. Incorporation into logos or signage of any company; and
 - iv. Remembrance Day signage used by corporations or retail outlets.
- c. **Artwork, Posters and Prints:**
- i. Posters or newspaper advertisements promoting a concert for a vocal group, choir or musical ensemble;
 - ii. Prints for sale or free distribution;
 - iii. Works of art, whether offered for sale or free distribution; and
 - iv. Canvas or photographic memorial displays produced to commemorate Veterans or events by commercial vendors.

d. **Web Sites:**

- i. Corporate and personal sites designed for purposes other than solely to promote Remembrance;
- ii. Sites that include the sale of commercial products;
- iii. Sites that list members of an organization with wartime service but that also include those with modern-day military service;
- iv. Web Blogs or discussion groups, even of a Remembrance nature, as the Legion cannot control the text content of such forums;
- v. When used as a button, bookmark or hyperlink to another page or site; and
- vi. Permanent display on websites or temporary display that extends beyond the Remembrance period.

e. **Clothing:** T-shirts, golf shirts, jackets or any other clothing items, even if planned for a commemorative activity. This approval would be in conflict with clothing items currently available through Legion Supply. This applies to clothing manufacturers and private individuals.

f. **Music or Promotional CDs:** Music CDs that will result in profit for an entertainer, entertainment group or distributor. This includes those songs of a Remembrance theme.

g. **Commemorative Items:**

- i. Memorial, commemorative or collectible coins produced by Legion branches, Commands or local entrepreneurs;
- ii. Poppy car magnets;
- iii. Ribbons;
- iv. Affixed to or etched into wine glasses or beer mugs; and
- v. Plaques of recognition to individuals other than Veterans.

h. **Lapel Poppy:** Modifications to the current design or method of attachment to clothing.

i. **Personal:** Tattoos.

j. **Other:** The promotion, association or display of alcoholic beverages in any manner.

ACKNOWLEDGMENT

734. When approval has been granted for the use of the Poppy symbol, an acknowledgment to The Royal Canadian Legion must be provided. In the case of books, websites and CDs, this acknowledgment will read:

“The Poppy, when used as a symbol of Remembrance in Canada, is a registered trademark of Dominion Command of The Royal Canadian Legion and is used with the kind permission of Dominion Command.”

735. In other instances, the Legion is to be credited verbally or in related printed material.

ADVERTISING POPPY PRODUCTS

736. Regardless of whether a product or item has been granted approval to use the Poppy trademark, Legion policy prohibits the practice of advertising the availability of any such item or product to all branches. These requests will be denied, with the suggestion that the individual or company contact Legion magazine for their paid advertising options.

DISCOVERY OF MISUSE

737. Commands and branches are requested to play a substantive role in protecting our trademark from unauthorized usage. All members are requested to report unauthorized uses of the Poppy trademark to the Secretary, Poppy and Remembrance Committee at Dominion Command.

CONCLUSION

738. This information was developed to provide guidelines governing the use of the registered trademark Poppy image. The Legion has been entrusted with the significant task of safeguarding the sacred Poppy, protecting it from misuse and commercialization. Our Wartime Veterans bravely accepted the duty and responsibility to protect our rights and freedom; it is now we who must accept the duty and responsibility to protect and honour them. Through the collective efforts of all Legion members, we will ensure that the Poppy remains the symbol of Remembrance for their sacrifices.

REFERENCES

Canadian Intellectual Property Office. (2005). A Guide to Trade-marks: The Basics, Retrieved 8 December 2005 from http://strategis.ic.gc.ca/sc_mrksv/cipo/tm/tm_gd_basic-e.html#section01

Canadian Intellectual Property Office. Notes on Maintaining a Canadian Trade-mark Registration, Pages 1-2.

CHAPTER 8

CONCLUSION

801. This manual identifies the tools needed to conduct a successful Poppy Campaign and it is up to each of us to employ them to our best advantage. Each chapter of the manual discusses what must be done in detail. Information as to the importance of the Poppy Campaign, along with the steps to take to obtain campaign material, are in Chapter 1; responsibilities at all levels of the Legion are described in Chapter 2; Chapter 3 addresses the Branch Campaign and includes a detailed list of who is responsible for what; the Do's of Poppy Trust Funds are outlined in Chapter 4 while the Don'ts of Poppy Trust Funds can be found in Chapter 5; Chapter 6 provides the financial control information to maintain the trust of the public; and Chapter 7 contains the guideline governing the use of the Legion's registered trademark of the Poppy.
802. All of the information described above is of no use unless there are productive and effective Poppy Campaigns. To this end, our greatest asset is the campaign team and it is these people who make or break our appeal for funds. We live in busy times and we who are involved in the campaign must motivate ourselves to find the time to get out and "poppy". If we do not do so, no one will, and the Tradition of Remembrance will wither away and become a historical footnote. Our objective should be to get as many Legion members involved as possible.
803. To those members who will chair the annual Poppy Campaign, good luck and three simple words to guide you - plan, plan, and plan! To those of us who participate in the campaign, please remember - once a commitment has been made it must be kept; ultimately success depends on you.
804. Our motivation is simple and John McCrae's famous lines can never be repeated often enough: "To you from failing hands we throw the torch; be yours to hold it high. If ye break faith with us who die, we shall not sleep, though poppies grow in Flanders fields." These words are our motivation and strength.

GLOSSARY

Affiliate Members

Persons who are Affiliate Members are not eligible to receive Poppy Trust Fund assistance.

Allied Forces

This term applies to persons who are serving or have served with Canada's allies during war.

Associate Members

Persons who are Associate Members are not eligible to receive Poppy Trust Fund assistance. The only exception is those persons who are residing with their parents, they are wholly dependant upon them for support and they are not receiving welfare assistance, a pension from any government source, or funds from employment insurance, manpower training or similar government program. There are few, if any, Associate Members who meet this criteria.

Branch

This term means a body of persons fulfilling the qualifications of membership who, having made petition to the proper Provincial Command or, in the case of independent branches, to Dominion Command, have been granted a charter by Dominion Command.

Branch Service Officer

A Branch Service Officer is an individual who has been appointed by his or her branch and who on a voluntary basis acts to assist Veterans and their dependants to meet their needs in the context of veterans programs and benefits, engaging the assistance of the Command Service officer(s) or appropriate Veterans Affairs Canada personnel to do so.

Bursary

A bursary is a grant provided to further the education of the children, grandchildren and great-grandchildren of persons defined in Subsection 1104.a. of the General By-Laws.

Charities

Poppy Trust Funds are not permitted to be donated to charities. See "Special Use Expenditures" for further clarification.

Commonwealth Countries

These are former British colonies who upon receiving their independence joined the Commonwealth of Nations. Canada is a member.

Dependant

A person who must rely on the support of a relative for food, clothing and shelter.

Dominion Command

This is the supreme authority of the Legion, that is the Dominion Convention and, when it is not in session, the Dominion Executive Council.

Ex-Service Personnel

These are persons who have served in the Armed Forces of Commonwealth countries or Allies.

Financial Reports

These are reports that branches must submit to their Provincial Command in accordance with Sections 1205 and 1206 of the General By-Laws.

General By-Laws

The General By-Laws are the rules and regulations that govern The Royal Canadian Legion. Article XI provides Poppy and Remembrance policy that is to be followed by all levels of the Legion.

Grants

Poppy Trust Fund grants may only be used for emergency assistance, which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period. These grants are only to be provided to persons who are listed in Subsection 1104.a. of the General By-Laws.

Poppy Campaign

The Poppy Campaign commences on the last Friday of October and ends Remembrance Day each year.

Poppy Manual

The manual augments Article XI of the General By-Laws by providing information and guidance on the organization, responsibilities, implementation, accounting and reporting procedures for all Poppy matters within the Legion.

Poppy and Wreath Order Form

The Poppy and Wreath Order Form, Supply Department Stock Number 200804, is used to order Poppy and Wreath supplies for the campaign. When completed, it is forwarded to the Provincial Command office.

Poppy Promotional Material Order Form

The Poppy Promotional Material Order Form, Supply Department Stock Number 200802, is used to order all of the promotional material required to mount a successful campaign. When completed, it is forwarded to the Provincial Command office.

Poppy Trust Funds

Poppy Funds are made available through the generosity of the Canadian public and consequently they are part of the public trust between Canadians and the Legion. As a consequence of this bond, Poppy Funds are held in trust at each level of the organization and are subject to rigorous accounting and reporting procedures.

Poppy Trust Funds - Branch Status Report

This form, Supply Department Stock Number 200837, is used to report the income, expenses and disbursements of Poppy Trust Funds. The report must be completed by 31 October annually and is forwarded to your Provincial Command office. Instructions for completing the form can be found in Chapter 6 of this manual.

Poppy Year

In accordance with Subsection 130.b. of the General By-Laws, the financial year for Poppy Funds shall commence on the first day of October in each year and terminate on the 30th day of September the following year. References to "annual" or "yearly basis" refer to this timeframe.

Promotional Material Catalogue

This catalogue, Supply Department Stock Number 200807, contains pictures and descriptions of the promotional material.

Provincial Command

This is the provincial convention and, when it is not in session, the provincial executive council.

Scholarships

A scholarship is an award for scholastic achievement. Poppy Trust Funds are not to be used for this purpose.

Special Use Funds

Poppy Trust Funds may be expended for “special uses” as outlined in Sections 1105 - 1115 inclusive of the General By-Laws and Section 402 of this Poppy Manual. It is mandatory that the listed procedures be followed and that approvals be obtained prior to expenditures.

Special Use Request Form

This form is used to obtain approval for Special Use Funds as listed in Section 402 of this Poppy Manual.

Veteran

A Veteran is any person who is serving or who has honourably served in the Armed Forces of Canada, the Commonwealth or its wartime allies; or who has served in the Merchant Navy or Ferry Command during wartime.

Wreath Catalogue

This catalogue, Supply Department Stock Number 200817, is one piece of paper which displays Poppies, Wreaths and Crosses and is listed on the Poppy Promotional Material Order Form.

ANNEX A



	THE ROYAL CANADIAN LEGION BRANCH STATUS REPORT POPPY TRUST FUND	LA LÉGIION ROYALE CANADIENNE RAPPORT DE STATUT DE FILIALE FONDS EN FIDÉICOMMIS DU COQUELICOT	
Please print / Veuillez imprimer (lettres moulées)			
FOR THE YEAR / POUR L'ANNÉE DE 1 OCT. - 30 SEP.	BRANCH / FILIALE	COMMAND / DIRECTION	COMPLETED / DATE DE L'EXÉCUTION DAY/JOUR MO. YEAR/ANNÉE
OPENING BALANCE / SOLDE D'OUVERTURE			
A BALANCE IN BRANCH POPPY TRUST FUNDS AS OF 1 OCT. / SOLDE DANS LES FONDS EN FIDÉICOMMIS DU COQUELICOT EN DATE DU 1 OCT.		YEAR / ANNÉE	(A)
B INCOME FROM CAMPAIGN AND ALL OTHER SOURCES / REVENUS DE LA CAMPAGNE ET AUTRES SOURCES			(B)
C SUB TOTAL / TOTAL PARTIEL		A + B = C	(C)
D CAMPAIGN EXPENSES / DÉPENSES DE LA CAMPAGNE			
1. POPPIES AND WREATHS / COQUELICOTS ET COURONNES			(D1)
2. PROMOTIONAL MATERIAL / MATÉRIEL PUBLICITAIRE			(D2)
3. YOUTH EDUCATION PROGRAM / PROGRAMME D'ÉDUCATION DE JEUNES			(D3)
4. STAMPS / TIMBRES			(D4)
5. ADVERTISING IN LOCAL PAPER / ANNONCES DANS JOURNAL LOCAL			(D5)
6. OTHER LOCAL EXPENSES (Attach breakdown of legal expenses) As authorized by Article XI of the General By-Laws and Article 401 of the Poppy Manual AUTRES DÉPENSES LOCALES (Joindre analyse des dépenses locales) Telles qu'autorisées à l'Article XI des Statuts généraux et l'Article 401 du Manuel du Coquelicot			(D6)
7. SUB TOTAL / TOTAL PARTIEL	D1 + D2 + D3 + D4 + D5 + D6 = D7		(D7)
E DISBURSEMENTS / DÉBOURSEMENTS			
1. GRANTS TO VETERANS / DEPENDANTS OCTROIS AUX ANCIENS COMBATTANTS & PERSONNES À LEUR CHARGE			(E1)
2. BURSARIES / BOURSES			(E2)
3. DONATIONS/AUTHORIZED EXPENSES (Attach list of donations) —As authorized by Article XI of the General By-Laws DONS/DÉPENSES AUTHORISÉES (Joindre liste de dons) —Tels qu'autorisés à l'Article XI des Statuts généraux			(E3)
4. PROVINCIAL ASSESSMENT / ÉVALUATION PROVINCIALE			(E4)
5. SUB TOTAL / TOTAL PARTIEL	E1 + E2 + E3 + E4 = E5		(E5)
F TOTAL EXPENSES & DISBURSEMENTS / TOTAL DES DÉPENSES ET DÉBOURSEMENTS		D7 + E5 = F	(F)
CLOSING BALANCE / SOLDE DE CLÔTURE			
G BALANCE IN BRANCH POPPY TRUST FUNDS AS OF 30 SEPT. / SOLDE DANS LES FONDS EN FIDÉICOMMIS DU COQUELICOT DE LA FILIALE EN DATE DU 30 SEPT.		YEAR / ANNÉE	C - F = G (G)
<p>The undersigned certify that the above statement of income, expenses and disbursements of Poppy Trust Funds is correct. Les soussignés certifient que le relevé ci-dessus des revenus, dépenses et déboursements des fonds en fidéicommiss du coquelicot est correct.</p>			
POPPY CHAIRMAN PRÉSIDENT DU COQUELICOT _____		BRANCH PRESIDENT PRÉSIDENT DE LA FILIALE _____	
JAN / JAN 2011 200837		www.legion.ca	

FIGURE 1. BRANCH STATUS REPORT



**THE ROYAL CANADIAN LEGION
APPLICATION FOR SPECIAL USE OF
POPPY TRUST FUNDS**



(Type or Print in BLOCK letters)

Command: _____ Branch Name: _____ Branch No.: _____
 Branch Address: _____
 Branch Telephone No.: _____ Branch Fax No.: _____
 Contact Name: _____ Contact Phone No.: _____ Date: _____

USE OF FUNDS CATEGORIES *(Check only one of the following boxes)*

- Housing Accommodation or Care Facilities** *(Choose all which apply) (Poppy Manual Subsection 402.d.)*
 Purchases Construction Repair Furnishings
- Assistance for Ex-Service Personnel-Commonwealth/Allied Countries and their Dependants** *(Poppy Manual Subsection 402.e.)*
- Medical** *(Choose one of the following) (Poppy Manual Subsection 402.f.)*
 Community Medical Appliance Medical Training Medical Research
- Senior's Services** *(Choose one of the following) (Poppy Manual Subsection 402.g.)*
 Drop-In Centres for the Elderly Meals on Wheels
- Relief of Disasters declared by the Federal or Provincial Government** *(Poppy Manual Subsection 402.h.)*
- Transportation/Related Services** *(Poppy Manual Subsection 402.i.)*
- Restoration/Repair of Monuments** *(Poppy Manual Subsection 402.j.)*
- Support for Cadet Units** *(if branch sponsors more than one unit, 20% would be divided) (Poppy Manual Subsection 402.k.)*
- Annual Veterans Meal and Transportation** *(Poppy Manual Subsection 402.l.)*
- Installation/Maintenance/Repair of Personal Lifting Devices at the Branch** *(Poppy Manual Subsection 402.m.)*
- Call to Remembrance Program** *(Poppy Manual Subsection 402.n.)*
- Coin Sorting machine** *(Poppy Manual Subsection 402.o.)*
- Veterans Reading Program** *(Poppy Manual Subsection 402.p.)*
- Canadian Military Resource Centres** *(Poppy Manual Subsection 402.q.)*

Poppy Account Balance (as of September 30, last): \$ _____ Current Poppy Account Balance: \$ _____
 Projected Cost: \$ _____ Amount Requested: \$ _____

Description of how the funds will be used or item being donated: _____

_____ Date of General Meeting at which this expenditure was approved: _____
(yyyy/mm/dd)

Motion Moved By: _____ Motion Seconded By: _____

Signature _____ Signature _____
 Poppy Chariman / Treasurer Branch President / Administrator

COMMAND APPROVAL

YES By: _____ Date: _____
 NO More information is required, please complete highlighted areas and return to Command.

JAN / JAN 2011 200844

www.legion.ca

FIGURE 2. APPLICATION FOR SPECIAL USE OF POPPY TRUST FUNDS

PREPARED BY:
THE ROYAL CANADIAN LEGION
DOMINION COMMAND
86 AIRD PLACE
OTTAWA, ON
K2L 0A1
WWW.LEGION.CA

FEBRUARY 2011



No. 700134

POPPY MANUAL