

Annual District G, Poppy Seminar

**Saturday, August 15, 2009 - 10:00 hrs.
Arnprior Branch 174
49 Daniel St N, Arnprior (613) 623-4722**

It has been said that the Poppy campaign is the "Heart and Soul" of the Royal Canadian Legion. Today the Royal Canadian Legion has expanded and taken on other worthwhile missions such as Youth Education, Seniors and Track & Field to name but a few. However, service to our veterans and their dependants remains THE cornerstone on which the Royal Canadian Legion was founded and for which it exists today.

The funds that are needed are raised during a very short period of time, during the Poppy Campaign, and must do for the remainder of the year. A well organized campaign will ensure that your Branch has the necessary funds available, but in order to have a successful campaign we need well trained people in all Branches.

In this regard our District Commander, Comrade Ron Goodwin is requesting that All District G Branches attend this seminar.

This year the Poppy seminar will include both training seminars and workshops so that everyone will benefit. All Poppy Chairs are requested to bring their complete Poppy Kit to the seminar as we will be using that for training purposes. Branch Presidents are requested to ensure that their branch Poppy Chair is in receipt of the Poppy Kit that is sent out by Ontario Command before this seminar.

Only by working together and sharing information will we be able to do the best that we can for our veterans. Branch Presidents are asked to advise your Zone Poppy Chairman as to how many people will be attending from your Branch, by August 10 so that we can insure that adequate copies of handouts are available and that the host Branch is able to have sufficient food and refreshments. A registration fee of \$10.00 will be charged to defer the costs of refreshments and printing.

Note: Attendance at this Seminar for Branch Poppy Chairs and Service Officers is an allowable poppy expense.

Branch Members & Ladies Auxiliary members are encouraged to attend.

Wayne Wood

District "G" Poppy

(613) 548-4570

waynewood@igs.net

Please note that I have included last year's Poppy Seminar Guidelines to this notice for your info/guidance.

District G Poppy & Remembrance Seminar

AUGUST 2008

1. Introduction to Poppy

Good Morning Comrades, Today we will explain the organization of a Branch Poppy Campaign, the duties of the people involved and the management of the Poppy Trust Fund. We will attempt to cover all the available material; and hope that you will have gained information that will assist you in organizing, this year's Poppy Campaign and also that you will have a clear understanding of the rules and Bylaws concerning the management of the Poppy Trust Fund

Some people here today have been organizing campaigns for many years and may have suggestions to offer, that will help us all to improve the campaign. Please write these on the Seminar Evaluation Sheet, and share them with us all at the end of the presentations. It is important that you leave here today with all of your questions answered so don't wait, ask them right away. We only ask that your questions be relevant to the material being discussed at that time. If we can not give you an answer, than we will write the question down and report back to the Zone Chairmen.

2. The Guardians of Remembrance:

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

The Poppy Campaign is the foundation of our Remembrance Program. **First**, we provide Canadians with the opportunity to Remember by providing them the opportunity to wear a Poppy and to participate in Remembrance Day services. But our Remembrance activity goes far beyond the two weeks leading up to November 11 of each year. Canadians are generous when they see Poppy Volunteers on the street and the collection trays in stores. As a result of this generosity, we are able to ensure that veterans and their dependents are cared for and treated with the respect that they deserve.

Second the willingness to participate is 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 we owe to those who have gone before.

Third, it is with the Poppy Campaign and the generosity of our fellow citizens that, in addition to providing assistance to veterans and their dependence, that we are able to supply medical equipment for use of all who have need in our communities. We foster the Tradition of remembrance amongst our youth, who are the leaders of tomorrow, by distributing Poppies and learning material and sponsoring literary and poster contests.

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

3. Where to get Information - Manuals and Guides

It is important that you know the rules and regulations in regard to Poppy Campaigns and governing the use of Poppy Funds.

- For your information you will need the most current copy of the **Royal Canadian Legion Dominion Command By-laws 2008** - available from Dominion Command Supply; **Article XI** provides general direction in the conduct of the campaign, how funds may be used and when provincial command approval is required. **Section 617 of the General Bylaws requires that the funds be audited, with the report of the audit committee being submitted to your Branch, three months following the end of the fiscal year September 30; Interim reviews should be done at the end of May if you are changing Chairmen, so new Executives may know that the books are correct and that expenditures are in accordance with General Bylaws;**
- **The Royal Canadian Legion Poppy Manual 2007** is included yearly in the Branch's Poppy Kit and is available from Dominion Command. It is a must read for all Poppy Chairman and Committee Members, for in addition to this Seminar it amplifies the organization of the Campaign and covers the Rules for Using the Poppy trademark
- **The Provincial Poppy Committee** includes the Provincial Poppy Chairman and 9 District Poppy Chairmen. The Committee meets annually and assists Branches with the organization of campaigns and provides input and advice on poppy procedures and policy. The members of this committee work closely with the Zone Poppy Chairmen in providing guidance to Branch Poppy Chairmen.
- The **Ontario Command Officers Manual 2007** - available from Ontario Command; and
- **This District G Poppy Seminar** which is distributed annually at the District Poppy & Remembrance Seminar. For the authoritative source for the rules governing allowable expenses you should refer to the 2007 Poppy Manual, the General Bylaws

2008 and addendums which have been circulated to your Branch between Conventions.

Ensure you have all the information you need to organize, coordinate, and administrate your campaign from beginning to reporting. Ensure that the manuals you have are the most up to date and that earlier copies are destroyed.

Resolutions: Frequently there are Resolutions passed by a Branch, Zone, District and at the Provincial Convention affecting Poppy Funds. Note: These Resolutions are not effective until they are passed by delegates at the biennial Dominion Convention.

Should your Branch have suggestions to improve the Bylaws governing Poppy – Pass a resolution to change the existing Bylaw.

4. RESPONSIBILITIES

a) 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. Remember the saying: “A chain is only as strong as its weakest link.” This saying holds just as true for the Poppy Campaign as with anything else. In short it is through the cooperative effort of each member that we achieve success.

The more we know about our roles and responsibilities the easier it is to understand where we fit in the big picture.

Read Chapter 2 on Page 7 of the Poppy Manual and familiarize yourselves with the role of Dominion, Provincial Commands, Districts and Zones.

b) Branch Obligations

One of the obligations and responsibilities accepted by a Branch when it is given its charter is to organize and carry out an annual Poppy Campaign. The object is to raise funds for the relief of distress among veterans and their dependants and to preserve the memory of those who died in the service of their country.

Every Member agrees (**but doesn't always remember**) to participate in the Poppy Campaign when they are initiated into the Royal Canadian Legion, and they should be reminded of this promise at General Meetings, on posters that seek workers for the Poppy Campaign and by the Branch Telephone Committee when necessary.

Where a Command, District, Zone, Branch or group of branches conduct a poppy campaign as a group or jointly with any other organizations, that command, district, zone branch or

group of branches shall be responsible for all aspects of the campaign. (1101. a) **When in such a group, it is still a Branch's responsibility to insure that rules and Bylaws are followed, including reporting to the Public and performing an Annual Audit of the Poppy Trust Fund.**

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It shall be a requirement that all branches participate in Poppy Campaigns and Remembrance Day Services. (1101.b)

Poppy distribution will commence no earlier than the **last Friday in October** and conclude on November 11 though the presentation of poppies to the Governor General and Lieutenant Governors to mark the ceremonial commencement of the Poppy Campaign may take place at an earlier date. (1101.c).

Poppy materials are ordered through Ontario Command and a Branch using any product that is not manufactured by an approved supplier in its Poppy Campaign, other than promotional materials, shall forfeit the right to hold future Poppy Campaigns, at the discretion of the Provincial President.

c) Branch Responsibilities:

- a) To appoint a Chairman of the Poppy and Remembrance Committee and to make sure that he/she has an adequate Committee to enable him/her to complete the task;
- b) To instruct members regarding their individual roles and responsibilities;
- c) To make certain that the Branch Poppy Campaign is the highlight activity of each year and motivating the Executive and Members to become involved;
- d) If required, to obtain permission from the **local** authorities to conduct a Poppy Campaign;
- e) To use only Wreaths and Emblems made available through Provincial Command as authorized by Dominion Command;
- f) To ensure that Poppy Funds are accounted for in accordance with Sections 1101 - 1111 inclusive of the General Bylaws;
- g) To ensure that Poppy Fund Accounts are audited annually; (Internal Auditors are permitted.)
- h) **To ensure that the Branch Status Report - Poppy Trust Funds is completed by the 31 October and submitted to the Zone Poppy Chairman; (A copy of this form is in the Poppy kits and will be discussed later.**
- i) To inform the public through the local media of the collection and disposition of funds each year, in recognition that these are public funds held in trust.
- j) To conduct a campaign within the Branch's Poppy Boundaries.

- k) To supply speakers to schools and conduct remembrance services at schools and care facilities.

d) Branch Poppy Committee Responsibilities:

1. Review the inventory on hand and determine the amount of supplies required for the campaign.
2. Order all supplies, poppies, wreaths, crosses, promotional aids, etc., from Provincial Command.
The cut-off date for bulk orders is September 15th of each year. There is no guarantee of delivery after this date. Branches should submit their complete estimated order, to Ontario Command for immediate delivery by this date to ensure receipt of goods as required.
3. Establish a separate sub-committee for the sale and distribution of wreaths, crosses and sprays. All businesses in the area should be canvassed, either by mail, telephone or personally.
4. Form a canvassing sub-committee whose responsibility will be to spearhead the maximum distribution of poppies by street canvassing, door-to-door canvass, honour boxes in banks, schools, hospitals, etc.
5. The involvement of all members and members of the Ladies' Auxiliary is a prerequisite.
6. If more volunteers are needed, consider asking other Veteran's Groups, Cadets, Boy Scouts and youth groups you donate to, to help in the campaign.

e) Division of Responsibilities:

It is recommended that the division of responsibilities within the branch be as follows:

- a) The Branch President and Executive Committee shall be responsible for the ceremony and the Remembrance Day observance.
- (b) The Poppy Chairman is responsible for ordering all Poppy Supplies and arranging the details of Poppy and Wreath distribution.
- (c) All aspects of publicity for the Poppy Campaign should be the responsibility of the Branch Public Relations Chairman.

Every campaign should culminate with a Remembrance Day Ceremony on November 11.

5. BRANCH CAMPAIGN

THE CAMPAIGN CHECK LIST PUTTING IT ALL TOGETHER

The following is a “suggested” checklist that may 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; (Note: The Teachers Guide was replaced and is being distributed by VAC. It is available for download on the Veterans Affairs site or may be ordered from VAC.
- 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 Chairman to best advantage by keeping that person fully informed of all campaign activity and use the material provided to full advantage;
- l. review past lists of donors and 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. Replacing the entire box, rather than just refilling with poppies is suggested. This will make a less tempting target for thieves and reduce losses in the event of a theft.
 - 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 left over material is managed in as professional a manner as the campaign itself;
 - v. when the campaign is over use the media to thank the community publicly advising of the amount collected and how funds were distributed last year;
 - w. Package and count left over poppies to assist in preparing an order for next year; and
 - x. Pray for fine weather!

Poppy Volunteers - Distribution of Poppies

Sitting in a Mall or just standing outside a building, waiting for someone to take a poppy from a tray does not get as much money as Distributing Poppies. Encourage your volunteers to ask if a person will wear a poppy as a symbol of remembrance for those who gave their all so that we may now enjoy the freedom we have. Yearly we see an elderly veteran or volunteer pinning a poppy on a person and a line up formed behind the person to get a poppy. In malls, I regularly see two people sitting looking bored, and waiting for something to happen, while people were parading by. Others are busy reading or doing crossword puzzles. This doesn't help the Campaign. We have to stop the parade and get all the people parading with poppies.

Note:

- 1) Tell volunteers not to pin poppies on leather jackets.**
- 2) July 27, 2007 Ontario Command announced "In addition to Poppy Seals #200152. Dominion Command now has another item, the Poppy Stickers #200173. The difference between the two, is that the seals are to be used on stationery or paper items, while the stickers are intended for use on clothing. However caution must be used when it comes to types of fabrics. These new Stickers are still not suitable for use on the following: leather, suede, silk or fine wool clothing. Although they may be great for children to put in their Sticker Books, they have been found to damage some clothing. A couple of years ago the Legion was threatened with a Law Suite as a result of damaged clothing so do be careful.**

6. REPORTING A CAMPAIGN

The fiscal period for all Branch Poppy Accounts with the Royal Canadian Period is October the 1st to September 30th. (General By-Laws Section 130 (b).

The Poppy Trust Fund Statement that you receive annually in your poppy package must be completed and returned to the Zone poppy Chairman by October 31st. Note: (Ont. Cmd. Bylaw 919) If a branch fails to submit a Poppy Trust Fund Statement, it may forfeit the right to hold future Campaigns.

Again this year the Zone Poppy Chairmen will provide Branch Poppy Chairmen with the opening balance which is to be placed in box (A) of the Poppy Trust Fund Statement. The Branch will then be able to complete the Statement using the figures collected over the previous year. If you have a problem, or if your opening balance does not match the balance supplied by the Zone Poppy Chairman, you should contact him or her immediately.

Don't forget that branches are required to inform the public through the local media of the collection and distribution of poppy funds annually. Typically this report is published in a local newspaper at some point, during the month immediately prior to the opening of the new campaign.

A branch that fails to submit its Poppy Report Form by the required date, shall automatically forfeit the right to hold future campaigns. Any appeal to such action shall be made to the Provincial Administrative Committee.

7. THE POPPY CAMPAIGN

What is the official starting date of a campaign?

General By-Laws (2004), Section 1101, (c) Poppy Distribution to the general public will commence no earlier than the last Friday in October and conclude on November 11. *Presentations to the Governor General or the Lieutenant Governors do not mark the start of a campaign. These presentations can take place at any time and take place as scheduling permits.*

LCBO and the Beer Store

In 2004 Ontario Command and the Beer Store renewed their partnership in a new verbal agreement. The Beer Store earlier this year informed Ontario Command that the branches in Ontario would not be allowed to place counter-top boxes in the outlets. Following an explanation from Ontario Command Officers in detail on the importance of their participation, we were very fortunate that they reversed their previous decision. Again this year we will be permitted to place counter-top boxes and tag outside all Beer Store outlets in Ontario.

Branches are reminded that they may place Poppy Boxes in LCBO and Beer Store outlets from November 1st to the 11. Tagging on their property is normally allowed only on the Friday and Saturday immediately before November 11th. This year (2008) tagging will be permitted on October 31 and November 1.

DO NOT DIRECT CORRESPONDENCE TO BREWERS RETAIL CO. LTD. FOR THIS PERMISSION

Branches placing counter top boxes in the Brewers Retail Stores within their jurisdiction are required to provide to the Command office a report showing the amount collected, the address of the outlet and store number as soon as possible after November 11th of each year.

Home Hardware have requested that counter top Poppy boxes be placed in all of their stores. In an all Branch letter on July 9, 2007, Provincial President George O'Dair requested that you please ensure all stores in your area are covered. An addition has been made to the LCBO, Brewers Report Form, to include Home Hardware store donations when you complete your report. Home Hardware is also a sponsor of our Track and Field program.

These Reports Are Due in Ontario Command by December 11, so get them to your Zone Chairman as soon as possible after the campaign is finished.

There have been a number of incidents in recent years involving larger, big box stores. They have in some cases refused to allow counter top boxes or tagging on their property. If handled improperly these incidents can cause friction between the branches and the stores involved. All are reminded that these outlets are private property. It is suggested that if prior arrangements are not in place, that the Branch Poppy Chairman contact the store manager and make arrangements. This can and should be done in the month(s) leading up to the start of a campaign.

8. THE REST OF THE YEAR

Storage of Materials

1. Interior Space Within the Branch - a maximum of 3 months (1 Sept. to 30 Nov.) Compensation at \$7.00 per sq. ft. per year for 200 square feet. (A total maximum of \$350.00 per year)
2. Rental of Exterior Warehouse Space - a maximum of 3 months for 200 sq. ft. at \$3.50 per sq. ft. per year. (A total maximum of \$175.00 per year.)

9. POPPY TRUST FUND COMMITTEE

A) Each Branch shall elect or appoint a Poppy Trust Committee to administer the Poppy Trust Fund, and such Committee shall consist of not less than three (3) voting members and the Branch Poppy Chairman shall be a member of this Committee. The Chairman of the Poppy Committee shall be one of the three signing officers for disbursements of the poppy trust fund account. (Ont. Cmd. Bylaw 920)

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 overseeing this function.

B) Poppy Trust Funds may be distributed only as authorized by Article XI of the General Bylaws as amplified in the Poppy 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 members only.

Where a group of branches conducts a Poppy Campaign as a group or jointly with any other organization, at least one voting member from each branch participating in such campaign, shall be appointed by each branch to administer the Poppy Trust Fund. To ensure that veterans' needs remain as confidential as possible, one of the signing officers of the Poppy Trust Fund account shall be an officer or past officer of any of the participating branches. The Poppy Trust Fund shall be deposited in a separate account in a financial institution approved by the Branch or Branches. (Ont. Cmd. Bylaw 921)

All monies received from a campaign shall be deposited in a separate trust account in one or more of the banks, trust companies or other institutions referred to in section 131 of the General By-laws. (1102.a)

Short Term Investments (1103) - i.e. GICS - Normally considered to be less than one year.

NOTE: The financial year for Poppy Funds shall be from October 1st to September 30th in any year and ALL monies on hand must be reported to Command at the end of the fiscal year.

C) Registration of Poppy Funds

It is recommended that each Poppy Fund be registered with the Department of National Revenue in order that donors may be provided with an official receipt for income tax purposes, otherwise, it cannot be considered to be a gift for charitable purposes.

Application forms are available from the Command Office.

Branches contemplating the registration of their Poppy Funds should return the completed form to Command as it is a prerequisite that a letter confirming the status of the Fund from Provincial Command be attached to the application. *Do not mail directly to Revenue Canada.*

When submitting an application for registration of Poppy Funds, the application must denote a street address, the names, addresses and occupations of the Committee members and the signing Officers of the Fund.

Further, a statement signed by two (2) signing officers of the Fund, that the funds shall only be used in accordance with the General By-Laws of The Royal Canadian Legion which apply to Poppy Funds. It will also be necessary to include a breakdown of disbursements, a financial statement and a description of the Poppy Fund's activities.

Where no written or verbal communication is received from an applicant organization one year from the date of last contact, the organization's file will be destroyed.

Where a Branch has registered its Poppy Trust Fund as a "Registered Charity" with Revenue Canada, expenditures must also be in accordance with any of the restrictions imposed by Revenue Canada.

If a Branch decides to de-register their Fund as a Registered Charity, all assets shall be distributed to qualified donees described in paragraphs 110(1) (A) or (B) of the Income Tax Act within one year of the date its registered status is revoked, otherwise, it is subject to a one hundred percent tax based on the value of the assets not so distributed.

DOMINION COMMAND MEMORANDUM CIRCULAR NO. 01105

SUBJECT: POPPY PROMOTIONAL MATERIAL - RECEIPT BOOKS

In 2005 Canada Revenue Agency announced the requirements for registered charities to include the name and website address of the Canada Revenue Agency on official donation receipts. This change was effective as of 1 January 2005.

Additional detail can be found at www.cra-arc.qc.ca/tax/charities/irt-e.html

D) Grants and Bursaries

- The Committee shall report expenditures and disbursements at general meetings of the Branch indicating the total number of individuals and the total amount of funds provided, but omitting the names of individuals; except in the case of a Bursary written consent is received from the parent or guardian.

E) It is imperative that the Branch Service Officer be included as a member of the Poppy Trust Fund Committee as he or she can provide valuable guidance as to the manner Poppy Trust Funds may be utilized

10. EXPENDITURES FROM POPPY FUNDS

All expenditures from poppy funds, registered or non-registered must be in accordance with Article 11 of the General By-laws.

Accrued interest from a Poppy Fund Trust Account may not be diverted or transferred to other uses, i.e., to current or savings accounts.

Poppy shipments emanating from the supplier, freight is prepaid. Where a Branch is specific about the means of transportation, they shall incur all shipping expenses.

Shipments emanating from the Command Office, freight is prepaid and charged on the invoice.

Interest at the rate of one percent (1 %) per annum on the unpaid balance, to be applied against all outstanding Poppy accounts, thirty (30) days following the date of statement commencing January 1st of the following year. Wreaths, Crosses, Poppies, G.S.T. and Provincial Sales Tax exempt.

11. THE DO'S AND DON'TS OF POPPY TRUST FUNDS

THE DO'S OF POPPY TRUST FUNDS

401. 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 may be used for the following purposes and only these purposes:

- a. the basic purpose and obligations of the Poppy Trust Fund are to assist the following persons:
 - i. Canadian ex-service personnel and their dependants who are in need of assistance;
 - ii. Canadian ex-service personnel who have served on Class "C" reserve service and their dependants who are in need of assistance;

Class "C" reserve service is defined in the Queen's Regulations and Orders for the Canadian Forces as " a member of the Reserve Force is on Class "C" Reserve Service when the member is on full-time service and, with the approval of the Chief of Defence Staff, is serving in a Regular Force establishment position or is supernumerary to a Regular Force establishment";

- iii. 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;
- iv. ex-service personnel of Commonwealth countries who are resident in Canada, and their dependants who are in need of assistance; and
- v. 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 or 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.

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, Wreath and canvassing supplies and promotional material (refer to Ontario 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 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/Branches Poppy Trust Funds. For branches that do not have an external audit but may 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 other general accounts;

l. prizes for Literary and Poster contests;

m. comforts for ex-service personnel 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 comfort (such as a special blanket/comforter) may be considered. The provision of a TV and/or cable service to a veteran's wing may also be considered.

SPECIAL USE EXPENDITURES

402. 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 was 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 ex-service personnel and their dependants to receive priority in the use of such housing accommodations or care facilities.

- a. subject to prior approval by Provincial Command, a district, zone or branch or a group of branches may make an allotment not exceeding 50 percent of the balance in a Poppy Trust Fund on September 30 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;
- b. subject to prior approval by Provincial Command, a district, zone or 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 in the Poppy year 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;
- c. subject to prior approval by Provincial Command, a district, zone or 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 the following purposes:

- i. 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 the care of veterans;
 - ii. support of drop in centres for the elderly or support of meals on wheels services only as long as these provide known support of veterans in the community;
 - iii. donations for relief of disasters declared by the federal or provincial governments;
 - iv. transportation of veterans as necessary for medical appointments and/or compassionate reasons.
- d. subject to prior approval by Provincial Command, branches may be make an allotment up to 25 percent of the balance in a Poppy Trust Fund account on September 30 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;
- e. subject to prior approval by Provincial Command, a branch may make an allotment up to 10 percent of the balance in a Poppy Trust Fund account on September 30 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 the Sea Cadets, Arms Cadets, Air Cadets and the Navy League Cadets;
- f. 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 veterans who are Legion members and those veterans in the local community, to offer a meal and camaraderie. The Poppy Trust Funds may be used to cover the cost of the meal only and must not include the cost of any alcoholic beverages or other services, such as entertainment;

In an all Branch Memo dated October 22, 2004, Dominion Command issued the following-

“Branches are permitted to expend from Poppy Funds the lesser of the actual cost of a meal only or up to a maximum of \$17.00. This service is for veterans only and can only be provided once a year.” In a subsequent ruling transportation costs were allowed within the \$17.00 limit.

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;

- g. 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 September 30 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 persons with disabilities.

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.
- h. subject to the prior approval of Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 10 percent of the balance in the Poppy Trust Fund on September 30 of the Poppy year preceding the expenditure for the purpose of supporting the Call to Remembrance program.
 - i. subject to the prior approval of 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% of the cost of the machine.

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, however, **should a circumstance arise that is not addressed; advice from Provincial Command must be sought.**

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 ex-service personnel;
- g. lunches or refreshments related to the funeral of ex-service personnel;
- 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 head stones, 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 Section 403.g.;
- u. the purchase of wreaths and Poppies used at Remembrance and Decoration Day services;
- v. 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 this chapter; and
- w. the installation of public address systems at cenotaphs;
- x. the purchase of comforts for senior citizens in hospital and nursing homes; and
- y. public service projects such as donations to churches, memorial funds, recreational facilities, furnishings and non-medical equipment for hospital wards/rooms.

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

12. Image

Little has been said of the importance of our image while in the public eye. For the most part we as Legionnaires know that when we are doing a Poppy Campaign that we should, when possible, be dressed in our uniform. When in uniform we are immediately recognizable as a member of the largest veteran's service organization in Canada. As such we must remember that our image can be easily tarnished by the action of a single member. But, what about the rest of the year? I have long believed that we should always take time to think about how our actions reflect on the Legion. It is not my intention to preach to the converted but only to ask your participation.

13. Remembrance:

Care of the cenotaph-

Every branch of the Legion takes great pride in their local cenotaph. If that were true, than we would not need to be reminded of the state of some cenotaphs across the province. Recently there has been a dramatic increase in the restoration and refurbishment of monuments and memorials.

At some point in the year take a moment to visit your local cenotaph and have a good look at the foundation and its different parts. Report back to the branch executive, any needed repairs. Often minor repairs done immediately will prevent future costly repairs. A reminder that limited funds for such projects can be taken from Poppy Funds with prior provincial command approval (Section 1108 RCL General By-laws and complete "Application for Special Use of Poppy Funds"). Discuss the matter with your local lottery licensing agent to see if Nevada, raffle or bingo funds can be used.

Veterans Affairs Canadian established a fund to assist in Cenotaph Restoration in 2005. At the Provincial Poppy meeting in June 2006, it was reported that there have not been many applications for assistance. You may want to apply to VAC if your cenotaph needs repairs or restoration.

Wreath on cenotaph-

Most branches of the Legion maintain a stock of wreaths and crosses. Others when they visit a business during the campaign, for a donation, will suggest that the wreath or cross designated to that business could be used throughout the year at the cenotaph. Few businesses will decline the offer. Whatever the case, it is recommended that a wreath or

cross be placed at the local cenotaph all year long, being replaced as necessary. This single gesture by a branch will help to remind the members and visitors to your community of the sacrifices' made by fellow Canadians.

14. Poppy Trademark

A new Chapter 7 in the Poppy Manual covers the Poppy as a Royal Canadian Legion Registered Trademark. Use of the symbol is like with the Legion Badge, only with the written consent of Dominion Command. The Article also includes a good write up on the History of the Poppy as a symbol of unity and Poppy Protocol. It is well worth reading.

15. Duties -District Poppy Chairmen

June Ensure that all Branches in the Zone provide the Command and Provincial Poppy Chairman with the name and address of their Branch Poppy Chairmen

June Attend the Provincial Poppy Committee meeting.

August Following receipt of the Poppy Kit, the District Poppy Chairman convenes a seminar of Zone and Branch Chairmen to familiarize them with the current campaign, its aims and objectives and methods to obtain maximum wreath orders.

A discussion regarding the distribution of lapel poppies, a house to house canvass, schools, industries, etc., and a mail campaign to Branch membership and their families.

Review the Poppy Kit with the Zone Chairmen in order to acquaint them with the contents and the use of same.

Information pertaining to the expenditure of Poppy Funds to be discussed.

September Enquire of the Zone Poppy Chairmen, in writing, as to whether or not any of the Zone or Branch Poppy Chairmen require the personal assistance of the District Poppy Chairman in the organization of their campaign.

Advise Zone Poppy Chairmen regarding the completion of Branch Poppy Report Forms.

October Ensure that Branches submit a completed Poppy Report Form to Provincial Command, not later than October 31 st of each year through the Zone and District Chairmen. Ensure that each Zone Poppy Chairman in the district has thoroughly reviewed the branch reports to ensure they balance and that the opening balance of the current year's report is consistent with the closing balance from the previous year's report.

November Encourage Branch and Zone Chairmen to make known any suggestions that they may have to improve subsequent campaigns.

Ongoing

1. Disseminates all information received from higher levels of Command, to all Zone Poppy Chairmen as quick as possible.
2. Provides advice to all Zone Poppy Chairmen and ensures that each Branch and Zone submits its Annual Report on time.
3. Provides the Provincial Poppy Chairman with all information that she may request of the District.
4. Organizes an annual District Poppy seminar which should be held in conjunction with the annual District Fall Council Meeting in August. The District Commander and District Leadership and Planning Chairman are to be consulted regarding such seminars.
5. Ensures that all Poppy distribution boundaries are known to all Zones and that all areas of the District are properly covered and if necessary, recommend boundary changes.
6. Provides a verbal or written report to all District Council Meetings and Conventions.
7. Negotiates or arbitrates with or between any Branch or Zone where difficulties may arise concerning the distribution or supply of any poppies or wreaths within the District.
8. Represents the District on the Provincial Poppy Committee.
9. Expenses for the District Poppy Chairman and approved by the District Commander will be borne by District G with the exception of expenses to attend District G Council Meetings and District Conventions and conducting Seminars at Zone and District Level. These expenses will be borne by Provincial Command.

16. Zone Poppy Chairmen - Duties

- a. Chairs the Zone Poppy Committee consisting of a Vice-Chairman and all Branch Poppy Chairmen.
- b. Disseminates all information and Poppy Kits received from a higher level of Command to all Branch Poppy Chairmen in the Zone.
- c. Advises Branch Poppy Chairmen on all aspects involving Poppy and ensures that all Poppy Reports are received on time.
- d. Provides the District Poppy Chairman with all information that he may request of the Zone.
- e. Ensures that all Poppy Distribution Boundaries are clearly understood within the Zone and insures that all area in the Zone are completely covered. Recommends boundary changes.
- f. Provides reports to Zone Council and Conventions.
- g. Represents the Zone as Zone Representative on the District Poppy Committee.

June Ensures that all Branches have advised the Provincial Command, the Provincial and District Chairmen of the name, address and telephone number of each Branch Poppy Chairman.

Promotes and encourages attendance of all Branches at the District Poppy Seminar in August.

July Advises the District Chairman of numbers of people attending the August Poppy Seminar.

August Attends the District Poppy Seminar.

September Ensures that all Branches in the Zone are aware of the proper procedure to be followed when ordering poppies, wreaths, promotional material and supplementary supplies and that all Branch Chairmen have received their Poppy Kits and are familiar with its contents.

Advises the District Poppy Chairman if a Branch Chairman has not received his kit,

Assists Branches in the promotion and distribution of wreaths and, if necessary, to organize a house to house canvass and mail campaign.

Advises Branches of the necessity of having the youth of the community assist in the Poppy Campaign.

October Liaises with Branches in order to determine if any problems are being encountered with orders and if any omissions have been made in the filling of same. Advises Command immediately of any shortages.

Ensure that Branches have completed a Branch Poppy Report Form and that they are returned to Command (via the Zone and District Poppy Chairmen) in accordance with the General By-laws. Reviews all branch poppy reports to ensure that the report balances and that the opening balance of the current report matches the closing balance from the previous year's report.

Establishes contact with Branches on Poppy Day to ensure that the campaign is being conducted in a proper manner.

The expenses of the Zone Poppy Chairman are the responsibility of the Zone.

17. The Poppy Kit

The Poppy Kit is mailed to Branch Poppy Chairmen in July of each year by Ontario Command. It is important that Ontario Command be advised as early as possible, following Branch Elections of the names of the Poppy Chairmen.

When the kit arrives at a Branch it is important that it is given to the poppy Chairman and not kept in the Branch Office. However if the Poppy Report Form used to complete the annual report is to be filled out by someone else other than the Poppy Chairman then the Form might be either given to the person or kept in a safe place until needed. Frequently we have to order extra copies of the Forms when a Branch does not have the current form.

As with the Poppy Manual Forms change from time to time, so please insure you are using the current Form.

Poppy Kit Contents (these may vary from time to time)

- Poppy Campaign Order Form for the current year, due in Ontario Command no later than September 15. Remember the Early Bird the worm!
- Poppy Promotional Catalogue
- Dominion Regalia Poppy and Wreath Order Form (**Send these orders to Ontario Command and not Dominion Regalia**)
- Notices of permission granted by the LCBO and Brewers.
- Notices from other retailers who allow Poppy Boxes.
- Instructions related to the completion of the Poppy Report Form.
- LCBO, Brewers and Home Hardware report form.
- Information on the 2 Minute Wave of Silence
- A reminder note that tagging must not start before the last Friday in October.
- Samples of some of the No Charge items.
- Special Use Expenditure Request Form.

18. COMPLETION OF POPPY TRUST FUND STATEMENTS

Title Line: For the year 1 OCT., 2007 - 30 SEP., 2008

Branch = Branch number

Command = Ontario

Completed = Date you completed the statement (day, month, year format)

Section A Year is 2007.

Amount = the closing balance from your last year's report (please make sure you use this balance otherwise your report will be incorrect).

Section B Income from campaign and all other sources = the sum of all monies credited to the poppy account.

Section C Is the total of Boxes A & B.

Section D **D1** = Amount of money paid to Command for poppies and wreaths.

D2 = Amount of money paid to Command for promotional material such as Church programs, manuals, receipt books, canvassing trays, counter top boxes, etc.

D3 = All other local expenses with a breakdown attached. This would include expenses of the Service Officer, audit, prizes for Literary and Poster Contests, cost of publishing the statement in the local newspaper, postage, stationery, etc. In effect it is every debit to the Poppy Fund which is not covered by Boxes 01,02, E1, E2, and E3.

D4 = Is the total of 01, 02 and 03.

Section E **E1** = Amount of money paid for the benefit of veterans or dependants. These monies are usually paid to third parties for glasses, dentures, medical devices, heating oil, etc.

E2 = Amount of Bursaries either paid out directly or via Command's Bursary Fund.

E3 = Amount of Donations entered here are the "special use" expenditures as authorized in Section 1105 -1109 of the General By-Laws including Hospital Trust, Charitable Foundation, Command Poppy Fund. A list of donations is to be attached to the statement.

E4 = Leave blank -not applicable for Ontario Command.

E5 = Is the total of E1, E2, E3.

Section F **Box F** is the total of boxes 04 plus E5.

Section G **Year** = 2007

Box G represents the balance in the Poppy Trust Fund as at 30 September, 2007 and is calculated by subtracting the amount in Box F from the amount in Box C

Certification The Statement is to be signed by the Poppy Chairman and the Branch President certifying that it is correct.

Mail the report to the Zone Poppy Chair as soon as possible after 30 September, 2007. The Statement must be received by the Zone Poppy Chair no later than 31 October, 2007.

**If you have problems or questions please don't hesitate to call your
Zone Poppy Chair.**

NOTES