



Public Relations Officer Update

January 2023

In the news

Unspent funding questioned: Dominion President

The Legion's Dominion President shared some views after learning Veterans Affairs Canada had \$1 billion in unspent funding last year.

<https://toronto.citynews.ca/2023/01/31/backlog-targeted-as-veterans-affairs-reports-nearly-1b-for-ex-soldiers-was-unspent/>

The Legion's historic view on underspending, was previously briefly mentioned in the context of a larger story about why government failed to spend dollars available for Veterans and military equipment among other items.

<https://www.cp24.com/news/federal-departments-failed-to-spend-38b-on-promised-programs-services-last-year-1.6251537>

New joint project to house Veterans

The Branch in Sault Ste. Marie will operate an elaborate new housing project to help Veterans. This story received a lot of media attention.

<https://northernontario.ctvnews.ca/sault-veterans-residence-receives-federal-funding-1.6223851>

(French) <https://ici.radio-canada.ca/nouvelle/1946891/maisons-subvention-construction-abordable-nord>

<https://wawa-news.com/index.php/2023/01/11/housing-to-be-built-to-support-veterans-and-indigenous-peoples/>

Homelessness on VAC radar

Veterans Affairs Canada estimates at least 2,400 homeless Veterans. It's not clear how the number was obtained, but this article also briefly mentions the Legion's role in helping end homelessness.

https://www.westernstandard.news/news/2-400-homeless-veterans-reside-in-canada-department-of-veterans-affairs-claims/article_dc8805a6-9029-11ed-b253-bfd140f14b23.html

Man's "Stolen Valour" case brings into focus Legion's vetting process

A small paper in Ontario questioned the Legion's vetting process after a memorial banner was produced to honour a man who falsely claimed Veteran status. While there will be more scrutiny of applications going forward, the person who nominated the non-Veteran for the banner was a believable member of the municipality. Details can be found in the two related stories.

<https://www.newhamburgindependent.ca/opinion-story/10840556-the-story-behind-a-case-of-reported-stolen-valour/>

<https://www.newhamburgindependent.ca/news-story/10842385--i-didn-t-want-to-face-my-lie-man-comes-clean-about-false-claims-of-serving-in-canadian-armed-forces/>

Unique Legion Branch sells property

A Branch in Calgary that was the first model of its kind, has had to sell its building, though will remain a tenant. This closure received a lot of attention.

<https://calgary.ctvnews.ca/we-literally-ran-out-of-money-calgary-legion-forced-to-close-pub-sell-building-1.6233391>

<https://www.cbc.ca/news/canada/calgary/calgary-kensington-legion-building-sale-1.6714513>

From Global Calgary

Instant Play Link:

<http://my.tvey.es/d7R9J>

(Please note: Available until Feb 17, cannot be shared widely due to monitoring agreement.)

<https://calgaryherald.com/news/local-news/we-just-literally-ran-out-of-money-kensington-legion-sells-building-closes-pub-due-to-financial-challenges>

Quebec Branch in trouble

A Branch in QC is facing challenges including dropping membership numbers in the wake of the pandemic.

(French) <https://www.journalsaint-francois.ca/revue-2022-ledifice-de-la-legion-royale-canadienne-voue-a-disparaitre/>

ON Branch may lose charter

Without anyone available to fill leadership positions at this time, a Branch in ON may lose its charter. Note the story says that ON Command did not reply – but the Command did not actually receive an e-mail request for comment. In this case, it would be fair to ask the reporter why this assertion was made.

<https://www.nugget.ca/news/royal-canadian-legion-branch-23-has-lots-its-charter>

Struggling Manitoba and national membership?

This report out of Manitoba was focused on that region, but also stated that “many” branches across the country are struggling with membership, which is not true. After consulting with MB Command, which had also not said that MB was struggling, they reached out to the media outlet to advise them of the inaccuracies in their reporting and asked for corrections/retraction. It is crucial to correct blatant factual errors and to let media know you are keeping track of what’s being reported.

From 680 CJOB

Instant Play Link:

<http://my.tvey.es/f8P6X>

(Please note: Available until Feb 6, cannot be shared widely due to monitoring agreement.)

New Branch museum & a focus on youth in New Brunswick

Some good stories related to a new military museum in New Brunswick, the Branch’s focus on youth, and featuring thoughts from Legion member Trapper Cane.

<https://stcroixcourier.ca/st-stephen-legion-creating-learning-opportunity-with-new-museum/>

<https://www.cbc.ca/listen/live-radio/1-28-information-morning-saint-john/clip/15961930-military-museum-st.-stephen>

<https://stcroixcourier.ca/royal-canadian-legion-finding-success-bringing-in-young-veterans/>

Montreal branch plans rebuild

Fundraising is underway to help a local Quebec Branch open again.

From City TV Montreal:

Instant Play Link:

<http://my.tvey.es/n6M5R>

(Please note: Available until Feb 25, cannot be shared widely due to monitoring agreement.)

(French) Aylmer Branch plans more activity

A branch still struggling after the pandemic works to rebuild.

<http://www.bulletinaylmer.com/la-l-gion-d-aylmer-travaille-se-reconstruire-apr-s-les-difficiles-ann-es-de-pand-mie?id=824>

Branch's 2023 mission

In this short article, the Local Branch in an Ontario community is outlines its goals and invites people to join, a good idea.

Lucknow's legion ready to continue mission into 2023

Lucknow Sentinel (Print Edition)-Sarah Dalrymple

January 11, 2023-05:20am

Happy New Year! In 2023, we look forward to continuing our mission to serve veterans, promote remembrance, and serve our community and Canada. Serving veterans and promoting remembrance are of utmost importance to the legion. Through the poppy drive and remembrance events, branch members keep remembrance alive throughout our community.

We are pleased to have returned to in-person events in 2022 and we will continue to actively promote remembrance throughout 2023.

Through the legion's remembrance posters, poems and essays contest, local youth help carry on the tradition of remembrance and ensure the sacrifices of Canadian men and women are never forgotten. The last few years have shown us that our strength lies in our community. The legion is so much more than a building; it's the members, the supporters, all those who contribute in many different ways to building a sense of connection and comradeship.

This year, we look forward to holding more events, and offering people a place to gather and feel connected. The legion accepts new members year-round and offers many opportunities to become involved. For more information, please visit the branch.

Royal Canadian Legion Branch 309, Lucknow

Beaded Poppy in Manitoba

This story outlines a lady from the Métis community who has begun creating beaded Poppies and teaching others in workshops. Once again, any such projects using the Poppy need Dominion Command approval, no matter how good the intentions.

From CBC Radio Winnipeg

Instant Play Link:

<http://my.tvey.es/w5BDa>

(Please note: Available until Jan 30, cannot be shared widely due to monitoring agreement.)

Legion Branch rebuilds after devastating fire

The Hepworth Legion Branch has plans to rebuild – but without the former Music Hall of Fame.

<https://www.clintonnewsrecord.com/news/local-news/hepworth-shallow-lake-legion-rebuild-wont-include-music-hall-of-fame>

From CTV Windsor:

Instant Play Link:

<http://my.tvey.es/o7LWn>

(Please note: Available until Feb 15, cannot be shared widely due to monitoring agreement.)

Second World War documents found

A BC Branch plans to return some documents found in a dumpster to a Veteran's family.

<https://ckpqtoday.ca/2023/01/11/prince-george-legion-branch-43-to-return-wwii-era-documents-found-in-dumpster-to-late-veterans-family/>

From Cityline Prince George

Instant Play Link:

<http://my.tvey.es/Nb5a7>

(Please note: Available until Feb 10, cannot be shared widely due to monitoring agreement.)

A Veteran remembers

A Veteran in Manitoba talks about his history including with the Legion.

<https://globalnews.ca/news/9390065/a-way-of-keeping-the-memory-alive-manitoba-veteran-reflects-on-remembrance-importance-of-supporting-legion/>

100-year-old Veteran's Birthday

A special celebration

From CBC TV:

Instant Play Link:

<http://my.tvey.es/Kq4f5>

(Please note: Available until Feb 26, cannot be shared widely due to monitoring agreement.)

Busy branch talks membership

A branch in BC outlines its successes.

<https://www.aldergrovestar.com/community/membership-is-up-at-a-busy-royal-canadian-legion-aldergrove-branch/>

Branch milestones and unique ideas

Notable events and updates about Branches.

Military Service Recognition Book

<https://www.manitoulin.com/legion-celebrates-10th-volume-of-service-recognition-book/>

Robbie Burns night (there were several)

<https://www.saobserver.net/community/sicamous-legion-hosting-robbie-burns-night/>

Sledge hockey at fundraising breakfast

<https://www.stcatharinesstandard.ca/sports/niagara-region/2023/01/04/sledge-hockey-in-spotlight-at-st-catharines-community-fundraiser.html>

Membership drive

<https://www.houston-today.com/news/legion-embarks-on-drive-to-boost-membership/>

Branch year in review

<https://www.rimbeyreview.com/community/rimbey-legion-branch-no-36-year-in-review/>

New Year's levee (there were several)

<https://niagaranow.com/news.phtml/notl-legion-levee-celebrates-new-members-volunteers-and-new-year/>

Buddy Check Coffee resumes (there were several)

<https://www.napaneebeaver.ca/2023/01/05/napanee-legion-to-host-buddy-check-coffee-program-for-military-members-on-feb-4>

Veterans Coffee club

<https://www.kingstonthisweek.com/news/local-news/vets-only-coffee-house-starting-at-gananoque-legion>

Fundraising hockey game: homelessness

<http://www.cobourgnow.com/?p=24895>

Student scholarships

(French) <https://lavoixacadienne.com/communaute/4325-boursiers-de-la-legion-de-wellington-2022-2023>

Poppy campaign thanks

(French) https://www.journaldelevis.com/1073/Communaut%C3%A9_.html?id=105166

Postcards for Veterans

<https://owensoundhub.org/life/14420-random-acts-of-kindness-for-optimist-day.html>

Valentine's dinner

<https://www.thepeterboroughexaminer.com/local-brighton/news/2023/01/22/brighton-legion-hosts-dinner-for-sweethearts.html?rf>

Raising Branch profile

<https://www.mountainviewtoday.ca/sundre-news/new-president-aims-to-lift-sundres-royal-canadian-legion-branch-profile-6363520>

103rd Birthday party celebration

<https://www.gananoquereporter.com/news/local-news/cornwall-resident-receives-special-103rd-birthday-surprise>

Fundraising bonspiel

From CFTK TV Terrance, BC:

Instant Play Link:

<http://my.tvey.es/n6M5R>

(Please note: Available until Feb 24, cannot be shared widely due to monitoring agreement.)

Branch events resume

<https://www.northbaynipissing.com/opinion-story/10833108-good-eats-and-good-entertainment-coming-in-powassan/>

Platinum Jubilee presentations

<https://www.highrivertimes.com/news/local-news/high-river-legion-celebrates-alberta-platinum-jubilee-medal-recipients>

Winterfest is back

<https://www.seaforthuronexpositor.com/news/winterfest-returns-to-south-huron-on-family-day>

The “community” in Legion support activities

The Legion’s Branches regularly supports communities across the country, here are a few of the latest examples.

Korean war garden

<https://www.langleyadvancetimes.com/news/pond-ancient-statues-to-transform-langleys-korean-war-memorial-garden/>

Minor hockey

<https://www.wellingtonadvertiser.com/mount-forest-legion-makes-donation-to-minor-hockey/>

Community arena donation

From KHJ radio

Instant Play Link:

<http://my.tvey.es/p7PHk>

(Please note: Available until Feb 24, cannot be shared widely due to monitoring agreement.)

Platinum Jubilee presentation

<https://highrivertimes.com/news/local-news/high-river-legion-celebrates-alberta-platinum-jubilee-medal-recipients>

Curling club support

<https://www.eaglevalleynews.com/community/sicamous-curling-club-ready-to-rock-thanks-to-legion-donation/>

Fuel bank support

<https://www.cjls.com/2023/01/30/donation-to-yarmouth-fuel-bank-from-royal-canadian-legion-branch-155-ladies-auxiliary/>

Community support for the Legion and its work

Often local communities or governments donate significant funds or help promote Legion Branches and their work, and here are some of the latest instances.

<https://www.stthomastoday.ca/2023/01/08/community-spotlight-pumping-gas-fuels-generous-donation-to-st-thomas-branch-of-the-royal-canadian-legion/>

<https://www.cochranetimespost.ca/news/christmas-memories-2022-provided-wonderful-gift-for-seniors-and-veterans>

(French) <https://www.lenouvelliste.ca/2023/01/15/plus-de-10-000--pour-des-organismes-de-la-tuque-50a104deb7ccfc641b05c960c28714e7>

<https://www.trailtimes.ca/community/ladies-auxiliary-donates-8000-to-rossland-legion/>

<https://www.nelsonstar.com/community/nelson-air-cadets-receive-long-service-awards/>

<https://www.sasktoday.ca/central/outlook/the-ruttle-report-we-have-to-tip-our-hats-to-the-people-again-6412975>

<https://www.canada.ca/en/atlantic-canada-opportunities/news/2023/01/new-roof-helps-eastern-passage-legion-support-veterans-and-community.html>

(French) <https://www.canada.ca/fr/promotion-economique-canada-atlantique/nouvelles/2023/01/un-nouveau-toit-permet-a-la-legion-deastern-passage-de-mieux-soutenir-les-veterans-et-la-collectivite.html>

<https://www.midlandtoday.ca/local-news/feds-kick-in-over-12m-to-help-midland-port-tiny-projects-6421417>

<https://www.canada.ca/en/economic-development-southern-ontario/news/2023/01/over-40-projects-receive-nearly-14-million-to-help-them-recover-and-to-grow-the-economy-in-barrie-and-surrounding-bruce-grey-simcoe-counties.html>

(French) <https://www.canada.ca/fr/developpement-economique-sud-ontario/nouvelles/2023/01/plus-de-40-projets-recoivent-pres-de-14millions-de-dollars-pour-aider-pour-aider-le-retablissement-et-la-croissance-de-leconomie-a-barrie-et-dans-l.html>

<https://thelaker.ca/local-community-groups-receive-provincial-investment-from-community-generator-program/>

Remembrance events throughout the year

Examples of some of the activities that support the Legion's focus on Remembrance.

<https://www.wellingtonadvertiser.com/fergus-legion-awards-winners-of-remembrance-day-poster-and-literary-contest/>

<https://www.gananoquereporter.com/news/local-news/remembrance-poster-poetry-and-prose-awards-distributed>

<https://www.mountainviewtoday.ca/olds-news/quilt-of-valour-bestowed-upon-olds-veteran-6307392>

<https://www.wltribune.com/community/williams-lake-cole-nesika-students-win-poster-contest/>

National Headquarters

Ontario Command makes major investments

The Legion issued a national media release after major investments by the Command. Read more here:

<https://legion.ca/news/articles/2023/01/26/veteran-support-organizations-boosted-by-legion-s-ontario-command>

Coming February 8: Legion Veterans Village/ Centre of Excellence

Learn more about the incredible new development in Surrey, BC, led by BC Command, to help house and support Veterans.

<https://legionveteransvillage.com/>

Reminder: Follow Legion social media policies

Over the past months, some inappropriate social media-related postings were made via Legion Branch sites. One contained overt swearing. This is a reminder to inform regions that their social media and websites are not their personal sites. They belong to, and are affiliated with their Branch, and therefore with the Legion as a whole. Anyone posting anything must be familiar with the Legion's social media policy and related guidelines which can be found within the member portal under marketing resources. If they are in doubt about whether something they are about to post is acceptable, they can reach out to their leadership team.

The Legion's social media policy is found within the organization's brand guidelines, and a separate document outlining what to remember when setting up social media related sites, was also released as part of member portal resources several years ago.

For interest: Ontario Command newsletter

Here's a link to the ON Command winter edition, both for information and for ideas in case your Command or Branch produces or is thinking of producing a newsletter.

[provincial-newsletter---winter-2022.pdf \(legion.ca\)](#)

Fact checking reminder

In a recent interview, a local Service Officer spoke about a specific program that is managed by VAC and helps Veterans. In the interview however, the well-meaning officer shared incorrect information about the program that later had to be corrected.

A reminder to ensure facts are gathered and accurate before sharing them, and if unsure of simply let a reporter know you'll have to update later. It's always best to avoid this sort of scenario because once wrong information is shared, it's almost impossible to later reach all the people who would already have heard or read it.

Follow Legion national social media

Check out all the chatter when you can!

Legion.ca

Facebook.com/CanadianLegion

Twitter.com/RoyalCdnLegion

Instagram.com/royalcanadianlegion

youtube.com/user/RCLDominionCommand

vimeo.com/royalcanadianlegion

Linkedin.com/company/royalcanadianlegion

Feedback

Positive Branch experience

Some new members of a Branch in Strathmore, AB, took to social media to express their delight. Here's the excerpt:

Follow

[Royal Canadian Legion Strathmore-Branch #10](#)

10 likes



baldwin.bbq

We are really enjoying our first couple weeks at the Strathmore Legion! In such a short time we've gained fabulous new friends. The Legion has warmly welcomed us into their family and we are learning so many integral and interesting things that we'd not realized we had the opportunity to know. Most people aren't aware that anyone is welcome to join & become a member of the Royal Canadian Legion. Also, you don't need to be a member to visit or use the Legion. Check out the link in comments to see how a membership can help support people directly in & beyond your community.

Events of note

Events of note (February-March)

- **February** – Federal budget release likely; expect National Headquarters reaction related to key Legion advocacy areas.
- **February 8** – Grand opening of the new Legion Veterans Village in Surrey, BC, a BC Command venture to help house Veterans and strengthen the community overall.
- **March** – Pre-planning notice to hoist Command and Branch flags at half-mast for Vimy Ridge Day on Sunday, April 9 this year.