



**Dominion Command
Direction Nationale**

86 place Aird Place, Ottawa, ON
Canada K2L 0A1

1-888-556-6222
Tel.: (613) 591-3335
Fax: (613) 591-9335

legion.ca

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Distribution List

2020 NATIONAL POPPY CAMPAIGN

General

The COVID-19 pandemic has placed a strain on the resources and psyche of Canadians which will undoubtedly have a major effect on the 2020 Poppy Campaign. When you place this concern with the traditional way that the Legion has conducted its successful Poppy Campaign in the past there is a need to establish rules that will enhance the health and safety of the general public and the many valuable volunteers that support this effort.

Our focus is to prevent contact and the spread of COVID-19 within Legion ranks by concentrating on the following:

- Complying with Provincial Emergency Orders as it applies to the operation of the 2020 Poppy Campaign,
- Providing the direction to ensure a safe environment for both volunteers and the general public,
- Preventing the spread of Covid-19,
- Protecting people who are at higher risk for adverse health complications, and
- Maintaining the Poppy Campaign operations.

AIM

The aim of this directive is to provide branches with information that is required to conduct a safe and successful 2020 Poppy Campaign

CONTRIBUTING FACTORS

The planning for the 2020 Poppy Campaign must take into consideration the following restrictions imposed by authorities as a result of the current pandemic:

- The Provincial Government and City/town health restrictions in your area,
- The requirement to physically distance between individuals to a minimum of six feet or two meters,
- Members of the Cadet and Junior rangers are prohibited from participating in such activities as the Poppy Campaign, and

- Many of our older Veterans/members are in the demographic most affected by the current pandemic.

EXECUTION POINTS

The National Poppy Campaign will be conducted 30 October to 11 November 2020 with the following recommendations:

- Any door to door solicitation should be avoided.
- When possible the focus for Poppy distribution should be on Poppy collection boxes being placed in business' with a regular rotation of collecting funds and replenishing Poppies. In order to assist in this effort you will find the Corporate Partnerships for 2020 attached. There is also attached the contact numbers for the specific store locations of those corporations participating.
- Corporate Partners Directive. In this attached directive are three categories of partners labelled Volunteers, Point of Sale and Donations defined as:
 - **Volunteers:** Asking for either a Legion member to distribute or place a box in that store. Read the directive to determine and use the contact list to speak to the store contact.
 - **Point of Sale:** For these locations only Poppy Boxes and Poppies are required. Funds collected at Point of Sale locations will be processed through a centralized accounting system and branches will receive the donations collected in that location in one lump sum from Dominion Command after 11 Nov 20.
 - **Donations:** These locations have chosen to make a donation to the Centralized Poppy Fund and do not accept Poppy boxes or volunteers.
- When leaving Poppy collection boxes at a store ensure you leave a contact number with the owner/manager to notify you when more Poppies are required or consider leaving additional Poppies to replenish the box.
- When collecting Poppy donations in person at a business the volunteer should place the Poppies on an accessible table and remain six feet or two metres distance from the box. The volunteer should be wearing a N95 protective mask and have access to a bottle of hand sanitizer both of which can be purchased for this campaign with funds as outlined in article 401.i.c. of the Poppy Manual.

- Money collected from donations should be left for one hour before counting. As a note the virus does not thrive on the surface of coins so the risk is extremely low however polymer may be less resistant.
- Basic hygiene methods should be observed at all times to include the frequent washing of hands, wearing protective masks when indoors and refrain from touching your face.
- If you are ill or have a cold do not participate in the campaign.

CONTACTS/UPDATED INFORMATION

- In order to get the most up to date information please go to the Member Portal at: portal.legion.ca/2020-campaigns
- Questions in regard to this instruction can be sent via email to Freeman Chute the National Poppy & Remembrance Coordinator at fchute@legion.ca.

CONCLUSION

The 2020 Poppy Campaign will proceed as stated with a focus on member safety. By observing the stated health regulations and equipping our members with the required tools to enhance their safety the campaign will succeed at all levels. Our Veterans and communities depend on it.

Attachments:

Corporate Partnerships General

Contact attachments are located at portal.legion.ca/2020-campaigns

Costco - Canadian Warehouse Listing
Bulk Barn Store Locations
Hudson's Bay – Store Directory
London Drugs – Store Contact List
Hearing Life Clinics – Locations List
Starbucks – Store List

Distribution List

DEC
Provincial Executive Directors
All Branch