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To: All Officers, Legion Branches, Secretary/Treasurer
Ladies' Auxiliaries, Ontario Command
and Public Relations Committee

From: Carolyn McCaul, Provincial Public Relations Chair

Date: August 19, 2022

SUBJECT: LEGION WEEK 2022 SEPTEMBER 18th to 24th INCLUSIVE

Comrades:

It's that time of year when our Branches in Ontario Command plan events for our annual Legion Week. This year Legion Week is going forward during September 18-24, 2022. Now that Branches are now opened up following all the Covid-19 lock downs, hopefully everyone can plan a more traditional Legion Week with lots of events for their members and the public. Yearly we took this time to "blow our own horns", Comrades, let's continue to show the public how we support our Veterans and Communities. I wish everyone success with Legion Week.

You will find enclosed messages for a successful Legion Week from the Lieutenant Governor of Ontario Elizabeth Dowdeswell, Premier of Ontario Doug Ford, the Dominion Command President Bruce Julian and our Provincial President of Ontario Command Derek Moore. Also enclosed within this letter you will find useful information for Legion Week 2022.

Please keep in mind that Legion Week is Provincial in scope and the responsibility for the promotion of this program rests with the Public Relations Committee at all levels of Command.

On a special note, the opening day of Legion Week also coincides with the commemorative date of "The Battle of Britain" (<https://www.canada.ca/en/air-force/services/history-heritage/battle-britain.html>). For other important dates in history, please see: https://portal.legion.ca/docs/default-source/branch-and-command-resources/marketing-and-public-relations/national-notable-dates-2021_english.pdf?sfvrsn=d2adf159_12

Comrades, stay safe, stay healthy.

Yours in Comradeship,

Carolyn McCaul
Provincial Public Relations Chair
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"They served till death! Why not we?"



***The Royal Canadian Legion
Ontario Provincial Command
Proclamation of Legion Week***

*Ontario Provincial Command of The Royal Canadian Legion
represents nine Districts which includes 393 Branches;
within these Branches we have over 91,000 members .*

*We are a non-profit organization assuming the responsibility of maintaining the
tradition of Remembrance of those who paid the supreme sacrifice
by defending our great nation in past and present conflicts,
so that we as Canadians can live in the freedom that we enjoy today!*

*We continue to support and represent our Veterans of past and present with many
benefits as a result of the determination of our thousands of
dedicated members at all levels of the organization.*

*Legion Branches across the province work together with their affiliated organization,
the Ladies' Auxiliary, to raise funds in support of the many programs within
Ontario Command of the Royal Canadian Legion.*

*With millions of dollars being raised from Branch and Ladies' Auxiliary projects,
the Legion supports numerous programs benefiting our
Veterans, seniors and youth within our communities.*

*Therefore, let it be known throughout the Province of Ontario
that September 18-24, 2022 be proclaimed Legion Week
within Ontario Command of The Royal Canadian Legion.*



THE LIEUTENANT GOVERNOR OF ONTARIO
LA LIEUTENANTE-GOUVERNEURE DE L'ONTARIO

September 2022

It is my pleasure to extend warm greetings to all who have gathered to celebrate the Royal Canadian Legion, Ontario Command's Legion Week.

For many years, the Legion has amplified the legacies and needs of those who have made sacrifices for the betterment of our country. In 2022, the continued support and essential services offered to veterans and those currently serving in the Canadian Armed Forces have been an inspiration to Ontarians facing new and complex challenges.

On behalf of all Ontarians, I thank the staff, volunteers, and supporters of the Legion for your dedication and resilience.

Please accept my good wishes for an enjoyable celebration.

A handwritten signature in blue ink that reads "Elizabeth Dowdeswell".

Elizabeth Dowdeswell



Premier of Ontario - Premier ministre de l'Ontario

September 18 – 24, 2022

A MESSAGE FROM PREMIER DOUG FORD

I'm delighted to extend warm greetings to the Ontario Provincial Command of The Royal Canadian Legion as you celebrate Legion Week.

As Premier and as a proud member of The Royal Canadian Legion Coronation Branch 286, I know firsthand that local Legions are the cornerstone of our communities. This week is a great opportunity to showcase the Legion's work and celebrate everything they do to build a stronger Canada.

Throughout our province and country, the Legion is a mainstay of many communities. Citizens look up to Legionnaires for their tireless dedication to veterans and their families, and for their active support of seniors, young people and those in need. I commend each and every Legionnaire for their strong sense of civic duty, their volunteer spirit and their vital contributions to building a better province.

As we lay the groundwork to get Ontario back on track, the Legion will play an important role in helping our communities rebuild and reconnect.

Best wishes for a successful Legion Week celebration!

A handwritten signature in black ink, appearing to read "Doug Ford".

Doug Ford
Premier



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August 2022

File: 29-1

**ONTARIO COMMAND LEGION WEEK 2022:
SEPTEMBER 18-24, 2022**

“WORKING TOGETHER”

Dear Comrades,
As one of over 390 Ontario Legion Branches, I know you are about to embark upon an especially important period: Legion Week 2022!
I commend you for it.



There are so many things to be proud of over the past year in Ontario.

- Maintaining a strong “Leave the Streets Behind” program to help our Veterans get off the street.
- Supporting Veterans through the work of your Service Officers and other crucial volunteers.
- Strengthening your local food banks, youth and seniors’ groups, and important community organizations.

Those are just a few examples of the many worthy initiatives taking place all around your province. With a robust and growing membership of 100,000 people and along with the increased profile of our work, Ontario Branches are well positioned to become an even stronger network of assistance and comradeship for our Veterans, their families – and friends!

If you are considering whether to take part in Legion Week, I encourage you to draw upon examples and events from previous years. Here are additional ideas to get you started:

- Showcase what you do with all the funds you raise – operationally or through the Poppy Campaign. Let residents know how their generosity is translated.
- Consider what it means to volunteer at your Branch and share the opportunities you have available to help serve our Veterans. Design a suggestion box, offer a creative thanks for ideas.

- Hold a Branch Open House to showcase all the Legion does. Have themed booths for initiatives like annual Branch events, or the Legion National Youth Track and Field Championships.
- We are recognizing the 80th anniversary of the Battle of Dieppe this year. Plan something informative or commemorative – affected families in your community could be profiled.

While the pandemic is still affecting us, restrictions have loosened and you have a lot more freedom now to hold a variety of activities to help inform, entertain, and encourage new and existing members. They are the important volunteers who will continue to help you with our joint mission to serve our Veterans, their families, and communities.

I hope you will use the full range of tools available to plan and execute something great! From your social media accounts and websites to news releases and unique events.

With the Remembrance period just around the corner, Legion Week in Ontario is the perfect time to get people thinking about the importance of your local Legion Branch. Have fun planning and holding your events!

On behalf of Dominion Command, I sincerely appreciate all that you do.



Bruce Julian
Dominion President



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2022 Août

Dossier : 29-1

**LA SEMAINE DE LA LÉGION / 18 – 24 SEPTEMBRE 2022
DIRECTION PROVINCIALE DE L'ONTARIO**

« TOUS ENSEMBLE, EN ÉQUIPE »

Chers camarades,

Votre filiale compte parmi l'une des quelque 390 filiales de la Légion en Ontario, et je sais pertinemment que la *Semaine de la Légion 2022* en sera une particulièrement importante pour vous.

Et je vous en félicite.



L'Ontario peut s'enorgueillir et être fière de ses nombreux accomplissements au cours de la dernière année.

- Le maintien d'un solide programme « *Leave the Streets Behind* » pour aider nos vétérans à sortir de la rue.
- Le soutien des vétérans grâce au travail de vos agents d'entraide et autres bénévoles essentiels.
- Le renforcement de vos banques alimentaires locales, de vos groupes de jeunes et de personnes âgées, et autres importantes organisations communautaires.

Ce ne sont là que quelques exemples des nombreuses initiatives méritoires qui se déroulent partout dans votre province. Grâce à un effectif robuste et croissant de quelque 100 000 membres, et à la visibilité accrue de leur travail, les filiales de l'Ontario sont bien placées pour devenir un réseau d'aide et de camaraderie encore plus solide pour nos vétérans, leurs familles et leurs amis!

Si vous envisagez de participer à la Semaine de la Légion, je vous conseille de vous inspirer d'exemples et d'événements des années précédentes. Voici des idées pour vous aider à vous y mettre :

- Affichez ce que vous faites avec les fonds que vous recueillez - de manière générale ou par le biais de la Campagne du coquelicot. Faites savoir à vos concitoyens comment leur générosité se concrétise;

- Réfléchissez à la portée du bénévolat au sein de votre filiale et faites connaître les possibilités pour venir en aide aux vétérans. Concevez une boîte à suggestions et sachez remercier les membres de leurs idées de façon créative;
- Organisez une *Journée portes ouvertes* à votre filiale pour faire connaître tout ce que fait la Légion. Prévoyez des kiosques thématiques lors de vos activités, telles que les événements annuels de la filiale ou les Championnats nationaux d'athlétisme pour jeunes de la Légion.
- Planifiez quelque chose à caractère informatif ou commémoratif. Par exemple, cette année, à l'occasion du 80^e anniversaire de la bataille de Dieppe – les familles qui ont été touchées par cet événement pourraient faire l'objet d'une reconnaissance.

Bien sûr, la pandémie nous touche toujours, mais les restrictions se sont assouplies et beaucoup plus de libertés s'offrent à vous pour organiser une variété d'activités visant à informer, à divertir et à encourager les nouveaux membres et les membres actuels. Ce sont eux les bénévoles importants qui continueront à vous aider dans notre mission commune de servir nos vétérans, leurs familles et la collectivité.

J'espère que vous saurez vous servir de tous les outils mis à votre disposition pour planifier et réaliser quelque chose d'exceptionnel! Que ce soit à partir de vos comptes de médias sociaux et sites Web, ou en passant par des communiqués de presse et projets uniques

La période du Souvenir approchant à grands pas, la *Semaine de la Légion* en Ontario s'avère tout à fait appropriée pour réfléchir sur l'importance de votre filiale. Amusez-vous bien à planifier et à organiser vos activités!

Au nom de la Direction nationale, et en mon nom personnel, je vous suis très sincèrement reconnaissant de tout ce que vous accomplissez.

Le président national.



Bruce Julian
Président national



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LEGION WEEK
SEPTEMBER 18th -24th, 2022



Comrades now that my shaky start to my 3 year tenure as Ontario Command Provincial President is finally on the road do I need to remind everyone that we have a tough 3 years ahead of us all as we start to work our way out of this covid pandemic and things return to somewhat normal.

The Provincial Convention theme was, “Working Together”, which I have adopted as my theme for the next three years. WHY? Leave the Streets Behind, Service Dogs, Track & Field, Poster, Poem and Essay Program all excellent programs and initiatives and all run by the Royal Canadian Legion, and Ontario Command in particular. Each and every member of Ontario Command should be very, very proud of being a part of such an incredible organization, but..... Yes there is always a but, this is when the theme, “Working Together” comes into play. Now more than ever we need to encourage, attract and enthuse others to come and join our team so we can continue to provide these excellent programs for many, many more years to come.

So this Legion Week think of our 500,000 plus veterans in this country who are still with us, our youth and our communities and by “Working Together” let’s make this a better and stronger organization that can take us well into the future.

In comradeship,

Derek Moore
President, Ontario Command, Royal Canadian Legion

“Working Together”





GUIDELINES FOR A SUCCESSFUL “LEGION WEEK”

There is no better time than during “Legion Week” to let the public, and all veterans whether members or not, know how important the Legion branches are to their communities, and how they can help. That is why we are committed to observe “Legion Week” each year during the third week of September as per the mandate given by the delegates to the biennial provincial convention at Sudbury, Ontario in May, 1979.

Also, the promotion of this annual “Legion Week” is the responsibility of the Provincial Public Relations Committee, as well as all P.R. Committees at all other levels.

Interest in “Legion Week” observances is increasing steadily from year to year, and it is therefore appropriate at this time to issue a list of ideas which could be suitable and of assistance to all branches in planning their programs.

First, however, branches should be made aware of what “Legion Week” is all about:

1. It’s a perfect means of expressing our appreciation to our fellow citizens who work to shape a better future.
2. It’s a good time to initiate plans for an ever-widening role in our many communities.
3. It’s a means of making our communities aware of the contribution the Legion has made over the years and in continuing to make, not only to our veterans, but also to our province and the rest of Canada.
4. “Legion Week” also gives us an opportunity to present a most favourable image to the general public across our nation, and in particular throughout our great province of Ontario.

The onus for the success or failure of “Legion Week” in Ontario is the responsibility of all legion members from branches, through zone, district and provincial levels. We must all do our part toward achieving success.

If “Legion Week” is to be a success, we must all be aware of the basics:

- a) What Legion means to us as members: and
- b) What Legion means to our ex-service personnel; and
- c) What Legion means to our communities across Ontario.

Bearing all of the above in mind, the following suggestions and ideas can assist branches towards organizing a successful “Legion Week” in their communities:

- Decoration Day Services;
- Drumhead Services and Parades;
- Flag-raising ceremonies;
- Various branch activities (such as open houses, dances, church parades, community programming, etc), luncheons, dinners for veterans and their wives or widows of veterans and Silver Cross women, presentation of various awards at special Honours and Awards functions;
- Participation in youth programs (such as Sports, Track & Field, Fishing derbies for the young, Boy Scouts, Girl Guides, Sea Cadets, Youth Band Concerts, special visits to veterans in hospitals, etc.);
- Associate Membership night with associate members doing their own organizing and providing entertainment, past presidents' dance, past zone commanders' function, members dinner and dance, Ladies' Auxiliary Night at branch levels, District and Zone functions, and anything else that will bring the Legion to the forefront during this particular week. If branch finances are a drawback, a joint effort by some of the smaller branches would help in some localities, particularly those that are within close proximity of each other.

More Suggestions

Branches may wish to include in their "Legion Week" programs, interviews on radio or TV, but here it is suggested the branches purchase some time from the media in response to free time that may be allotted to them. Interviews can be arranged on "Hot Line" programs, etc. Legion booths with all available information can be set up in prominent places in communities with knowledgeable legionnaires in attendance and membership forms to recruit members. Legion literature should also be made available. A Service Club Night to which all other organizations may be invited is very practical, as is a Fun Night with good entertainment to which the public could be invited. All "Legion Week" programs should begin with the Act of Remembrance.

Among their events, the branches could include a Service Bureau Night with the branch service officer/veterans service chairman to speak on how the service bureau works. This could take the form of a question and answer period for veterans, widows and dependants.

Sunset services could also be arranged and will attract many people within the branch and surrounding areas. Get your local municipalities to officially declare "Legion Week" with the declaration appearing in the local media and aired on television and radio. Plaques could also be presented to your mayors, and municipal offices on behalf of the branches, with the hope they are mounted at city or town halls for all to see, as means of saying "Thank You" to the community for interest in "Legion Week" activities.

A tabloid published in the area newspapers, prior to the start of "Legion Week" can be very effective in the promotion of branch programs. This tabloid may be financed, either by the sale of ads by the newspapers involved, or paid entirely by the branch or the zone, as the case may be. Branches close together could collaborate on the tabloid and split the costs.

Available from Ontario Command each year are appropriate LOGOS and messages with pictures from the Lieutenant Governor of Ontario, the Premier of Ontario, The Provincial Command President, as well as a message and photo from the Dominion Command President.

These can be used in tabloids or newspaper ads or articles, or in other forms where applicable. These messages usually focus on Legion achievements in the various communities on youth and senior sports programs the Legion's educational programs, public speaking, poetry and essay contests, as well as bursary programs.

The Ladies' Auxiliaries at all branches can also take part in "Legion Week" activities and promote their own functions. The Poppy Campaign can also be publicized by decorating the branch entrances with back or purple cloth and some 1,000 poppies and assorted wreaths on display. This would indicate how important Poppy Campaigns are to the Legion and their purpose.

We would like to warn branches that when holding Open Houses during "Legion Week" that they make sure to conform to the AGCO regulations.

There are a lot of other things that the branches should be looking at, particularly those events that are most suitable to the branches and their areas. Also, it is recommended that as many members as possible wear Legion dress during "Legion Week" observances.

It is important for branches to observe "Legion Week" on or as close as possible to the dates set down by the Provincial Command each year in the month of September – if for no other reason than to create a greater province-wide impact on the communities and the province, by showing off our Legion achievements and further promoting the aims and ideals of our Legion in general. It will be the efforts put forth by the branches that will determine the success or failure of "Legion Week" in our great Command.

"LEGION WEEK ONTARIO" is a great opportunity to promote the Legion, its achievements past, present and future – **BE SURE TO PARTICIPATE!**



A Short History: Legion Week In Ontario

In 1953, a group of comrades from the Hon. Ray Lawson Branch #28, Kent, Ontario, and the Cpl. Harry Miner, VC, Branch #185 Blenheim, Ontario, got together to discuss how they may possibly spread the word of exactly what the Legion is all about within their respective communities. In that same year, the first “Legion Week” was hosted by Branch #113, Dresden, Ontario, with an “Open House”, inviting the general public to come in and learn for themselves exactly what goes on within a branch, and what the branch in turn does for the community.

In 1975, the whole District 'A' commenced a “Legion Week”.

In 1980, after considerable debate and consideration Ontario Command Provincial Executive Committee unanimously decided that this would be an ideal annual event and that it be included under the mandate of the Ontario Provincial Command Public Relations Committee. By Convention Statute, “Legion Week in Ontario” was declared to be the third week in the month of September of each year, commencing on the Sunday and ending on the Saturday.

“Legion Week” is to have priority over any other event that may have mistakenly been scheduled during that period, unless that event can be utilized as part of the “Legion Week” program. There is no automatic flexibility in the alteration of dates for “Legion Week”.

If a branch, for valid reasons, feels it cannot hold a week of activities, or at least an “Open House” for one day, they should ensure that the community is aware of what the Legion has done, is doing and will do, and always, to encourage membership for eligible candidates.

Research by:

Alan R.P. Golding, SBStJ CD CVA
District “F” Public Relations Chairman
Ontario Provincial Command, R.C.L.

Passed as per minute given by delegates to the Biennial Provincial Convention at Sudbury in May 1979.