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Distribution List

2021 NATIONAL POPPY CAMPAIGN

General

The Covid-19 pandemic has placed a strain on the resources and psyche of Canadians which will have a major effect on the 2021 Poppy campaign. This will change the traditional way the Legions conduct their Campaigns and the need to establish rules that will enhance the health and safety of the general public and volunteers.

Our focus is to prevent the spread of Covid-19 by concentrating on the following:

- Strict compliance with Provincial Emergency Orders as it applies to the operation of the 2021 Poppy campaign,
- Providing direction to ensure a safe environment for both volunteers and the general public,
- Preventing the spread of Covid-19,
- Protecting people who are higher risk for adverse health complications, and
- Maintaining the Poppy Campaign operations.

Execution

A detailed instruction on the conduct of this year's Poppy Campaign as it applies to each Corporate Partner location will follow shortly and will be at the following link **portal.legion.ca/2021-campaigns**.

This year's Poppy Campaign will run from the 29 October – 11 November 2021. The following directives will apply:

- **Volunteers:** Legion member or volunteer located at an outlet distributing Poppy's, strictly adhering to the Provincial and local health guidelines including the requirement to be vaccinated and wear a mask,
- **Point of Sale:** Poppy boxes dropped off by appointment at pre-determined Corporate Partner locations, (list will be provided). Funds collected at PoS locations will be processed through a centralized accounting system and branches will receive the donations collected in a lump sum from DC.

- **Cash Poppy Box:** Poppy boxes dropped off at pre-determined locations and collected at the end of the Remembrance period
- **Donations:** Locations that have chosen to make a donation to the Centralized Poppy Fund and do not accept Poppy boxes or volunteers.

Discussion

The following considerations must be taken into effect for the 2021 Campaign:

- The Provincial Government and city/town restrictions for your area,
- The requirement to physically distance between individuals to a minimum of six feet or two meters wearing a mask,
- The requirement to show proof of vaccine before entering any commercial establishment to canvass for donations applies to **all volunteers**,
- Approval for Cadets to participate in the Poppy Campaign has been delegated to the Regional Commanding Officers and they will be able to authorise Cadet participation based on local COVID conditions, and
- A contact list and contact number for each Corporate Partner location will be provided and placement of Poppy boxes is by appointment only.

Conclusion

The 2021 Poppy Campaign will proceed as stated with a focus on safety. We must adhere to the health regulations and equip our members with the required tools to enhance their safety and the safety of all volunteers and the general public.

Freeman D. Chute
Director
Poppy & Remembrance Division

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