



The Royal Canadian Legion
National Headquarters

86 Aird Place
Ottawa, ON K2L 0A1

Toll-free: 1-888-556-6222
Fax: 1-613-591-9335

TO: ALL BRANCHES
FROM: NICOLE THOMAS PROGRAM OFFICER,
POPPY & REMEMBRANCE COMMITTEE

FILE: 35-1
DATE: OCT 2022

CORPORATE PARTNERSHIPS – 2022 POPPY CAMPAIGN

Each fall, The Royal Canadian Legion provides Canadians with the opportunity to remember and honour our fallen comrades by conducting the annual Poppy Campaign. By wearing a Poppy, the sacred symbol of Remembrance, Canadians pay tribute to their sacrifices, deeds and accomplishments.

Again this year, the Dominion Command Poppy and Remembrance Committee is pleased that national corporations wish to assist Branches in their important work. The Poppy Campaign for 2022 is from 28 October until 11 November.

VOLUNTEERS

Tim Hortons:

For the past eleven years, Tim Hortons has conducted a very successful campaign to promote Remembrance during the annual Poppy Campaign. This success, however, is due to the outstanding level of Branch participation in this promotion.

To ensure another successful partnership, please contact your local restaurant(s) as soon as possible and arrange to make Poppies available.

If you can, please schedule to have a Veteran in these locations to personally distribute the Poppies to guests. These restaurants tend to be very busy locations so Branches should be aware of the need to replenish the supply of Poppies and pick-up the coin insert trays on a regular basis.

Shoppers Drug Mart/Pharmaprix:

Located across Canada, Shoppers Drug Mart (Pharmaprix in Quebec) has again confirmed its participation in the annual Poppy Campaign on a national scale. They have extended the opportunity to Branches to have a Veteran distribute Poppies in each of their locations or to have a Poppy tray placed on their counter. Branches are asked to speak with their local Pharmacist-owner or Front Store Manager to coordinate arrangements.





Bulk Barn:

This year again, Bulk Barn has confirmed its participation in the annual Poppy Campaign on a national scale. Bulk Barn has extended the opportunity for Branches to have a Veteran distribute Poppies in each of their 250 locations or to have a Poppy tray placed on their counter. Branches are asked to speak with their local Bulk Barn storeowner to coordinate arrangements for this opportunity.

Dollarama:

Dollarama stores do not accept, promote or sell items on behalf of third parties, including the placement of unattended donation boxes at their cash registers or elsewhere in the store. As a result, Royal Canadian Legion members are invited to canvass for funds in person in front of Dollarama stores or, in case of inclement weather, just inside the entrance of Dollarama stores.

Walmart Canada:

Walmart Canada is inviting representatives to canvas at its store locations across Canada from October 28th to November 10th. Branches are asked to contact their local Walmart store and speak with the store manager or member of management to make arrangements.

Home Depot:

Home Depot is pleased to support the 2022 Poppy Campaign at all stores across Canada.

Home Depot stores welcome a Veteran to distribute Poppies in each of their locations from October 28 to November 11.

Branches interested in attending a Home Depot location should contact the local store directly and ask to speak with General Manager or Manager on Duty to make appropriate arrangements.

Best Buy Canada:

Best Buy Canada is pleased to support the 2022 Poppy Campaign at all stores across Canada.

Best Buy stores welcome a Veteran to distribute Poppies in each of their locations or have a Poppy tray placed on their counter from October 28 to November 11.

Branches interested in attending a Best Buy location should contact the local store directly and ask to speak with General Manager or Manager on Duty to make appropriate arrangements.

Costco Wholesale Canada Ltd:

Costco Canada is pleased to participate in the 2022 Poppy Campaign. The Legion will be allowed in the vestibule of all Costco Wholesale locations across Canada from the 1 to 10 Nov 22. A memorandum will be communicated by Costco Wholesale Central office to all Warehouse Managers to reiterate the above. Legion Branches are encouraged to contact Warehouse Managers in their area to ensure a smooth campaign.





**The Royal Canadian Legion
National Headquarters**

86 Aird Place
Ottawa, ON K2L 0A1

Toll-free: 1-888-556-6222
Fax: 1-613-591-9335

VIA Rail Canada:

VIA Rail Canada (VIA Rail) is proud to be participating in the Royal Canadian Legion's annual Poppy Campaign.

Between October 28 and November 11, there will be decals of Poppies on select trains and VIA Rail will be welcoming members of the Legion to make Poppies available for donations at all VIA Rail owned stations.

Furthermore, as a Corporate Partner this year, VIA Rail will encourage passengers, employees and the public to contribute to the campaign, remember our fallen soldiers as well as support our Veterans.

Bank of Montreal (BMO):

BMO Bank of Montreal has confirmed its participation in the 2022 Poppy Campaign at its branches across Canada. The campaign will begin October 28th for BMO and run until November 11th. BMO branch locator www.bmo.com/locator

The official bank of the Canadian Defence Community since 2008, BMO works in partnership with Canadian Defence Community Banking (CDCB) to offer banking products and services specifically designed to meet the unique needs of service members and their families, Veterans, RCMP, Department of National Defence civilians and Canadian Coast Guard.

Once again this year, BMO would ask Legion Branches to make contact with your local BMO branch manager(s) as soon as possible and arrange to make Poppies and Poppy trays available. BMO branch managers have also been instructed to contact their local Legion representative(s) to confirm their participation. Local Legionnaires will manage the collection of funds from Poppy boxes.

Michaels:

Michaels is pleased to support the 2022 Poppy Campaign at all stores across Canada.

Michaels stores welcome a Veteran to distribute Poppies in each of their locations or have a Poppy tray placed on their counter from October 28 to November 11.

Branches interested in attending a Michaels location should contact the local store directly and ask to speak with General Manager or Manager on Duty to make appropriate arrangements.

Revera Remembers:

Revera is a leading owner, operator and investor in the senior living sector. With approximately 200 retirement communities and long term care centres across Canada, hundreds of Veterans call Revera home.

Revera is honoured to have the opportunity to work closely with the Royal Canadian Legion and its Branches.



Revera's goal is to have Poppies and Poppy boxes available in each of their long-term care homes and retirement communities across Canada.

Please reach out to the Executive Directors of their homes to arrange the pick-up and/or delivery of Poppy boxes. Veterans are always welcome to visit their homes to personally hand out Poppies and meet other Veterans who may live in their communities.

POINT OF SALE (POS)

Starbucks:

Located across Canada, Starbucks (company operated locations) has confirmed its participation in the annual Poppy Campaign on a national scale. They have extended the opportunity to have a Poppy tray placed at each one of their locations and donations collected through Point of Sales (PoS). Coordinated by National HQ. Funds collected will be transferred to the appropriate branch via EFT at the end of the Poppy campaign.

NOTE: Licensed Stores located in airports, grocery stores, some hospitals, some college and university campuses, Safeway, Loblaws etc... are not operated or staffed with corporate Starbucks partners/employees and have not received boxes/poppies from National HQ.

London Drugs:

Once again this year, London Drugs will again participate in our annual Poppy campaign by having a Poppy tray placed on their counter or ask customers to donate through Point of Sale (PoS) when paying at the cash. Branches are asked to contact their local London Drug Store Manager for arrangements.

HSBC:

All HSBC branches across Canada will each have a *Pay Tribute* Poppy box. Funds collected will be transferred to the appropriate branch via EFT at the end of the Poppy campaign.

CASH POPPY BOXES

Hearing Life:

Once again this year, Hearing Life will participate in our annual Poppy campaign by having a Poppy tray placed on their counter. Branches are asked to contact their local Hearing Life Store Manager for arrangements. Poppy trays dropped off by appointment only.

Hudson's Bay:

Hudson's Bay, Saks and Saks Fifth Avenue stores across Canada are happy to support the Royal Canadian Legion's Poppy Campaign this year. Legion Branches are encouraged to contact their local Hudson's Bay, Home Outfitters, Saks and Saks Fifth Avenue store General Manager to coordinate Poppy distribution sites.





Princess Auto:

This year Princess auto has confirmed its participation in the annual Poppy Campaign on a national scale. Princess Auto has extended the opportunity for Branches to have a Poppy tray in each of their locations to collect donations. Branches are asked to speak with their local Princess Auto store owner to coordinate arrangements for this opportunity.

Petro Canada:

This year Petro Canada has confirmed its participation in the annual Poppy Campaign on a national scale. Store managers have been instructed to contact their local Legion representative(s) to confirm their participation and receive their cash poppy box.

ONroute:

This year ONroute will be participating in our Poppy campaign by permitting cash Poppy boxes in each of their locations across Ontario.

Spence Diamonds:

This year Spence Diamonds will be participating in our Poppy campaign by permitting cash Poppy boxes in each of their locations. Branches are asked to speak with their local Spence Diamonds Store Manager to coordinate arrangements for this opportunity.

Royal Bank (RBC):

This year RBC will be participating in our Poppy campaign by permitting cash Poppy boxes in each of their branch locations. Branches are asked to speak with their local RBC Bank Manager to coordinate arrangements for this opportunity.

TD Bank:

Over the years, TD has supported Remembrance Day through the annual Poppy Campaign. They are happy to let Legion Branches know that if TD branches are approached by their local Legion to place Poppy donation trays in the branch, they are approved to accept and display in a visible area where customers can make a donation to collect a Poppy.

Peoples (SIGNET Jewelers):

Peoples has confirmed they will be participating in our annual Poppy campaign by having Poppies available on the counters of each of their stores. **Coordinated by National HQ.**

North Western Company:

North Western Company with 120 stores across Canada are happy to support the Royal Canadian Legion's Poppy Campaign this year. At each of their locations, Poppy trays will be placed on their counters and customers will be asked to donate. **Coordinated by National HQ.**

NOTE: Corporate partners indicated in *'Italic'* will be participating but the extent of their participation is to be confirmed. Branches can include them in their numbers for Poppy distribution but are to wait until further information is provided by Dominion Command before contacting them.



**The Royal Canadian Legion
National Headquarters**

86 Aird Place
Ottawa, ON K2L 0A1

Toll-free: 1-888-556-6222
Fax: 1-613-591-9335

Cadets:

Approval for Cadets to participate in the Poppy Campaign has been delegated to the RCSU (Regional) COs and they will be able to authorise based on local COVID and PHM conditions. We will be messaging this to the RCSUs this week, and your Legions can reach out to their local contacts in terms of checking in on participation and coordination.

For additional information on our Corporate Partners and stores list, please visit <https://portal.legion.ca/2022-campaign>

In comradeship,

Berkley Lawrence

Chair, Poppy & Remembrance Committee

