

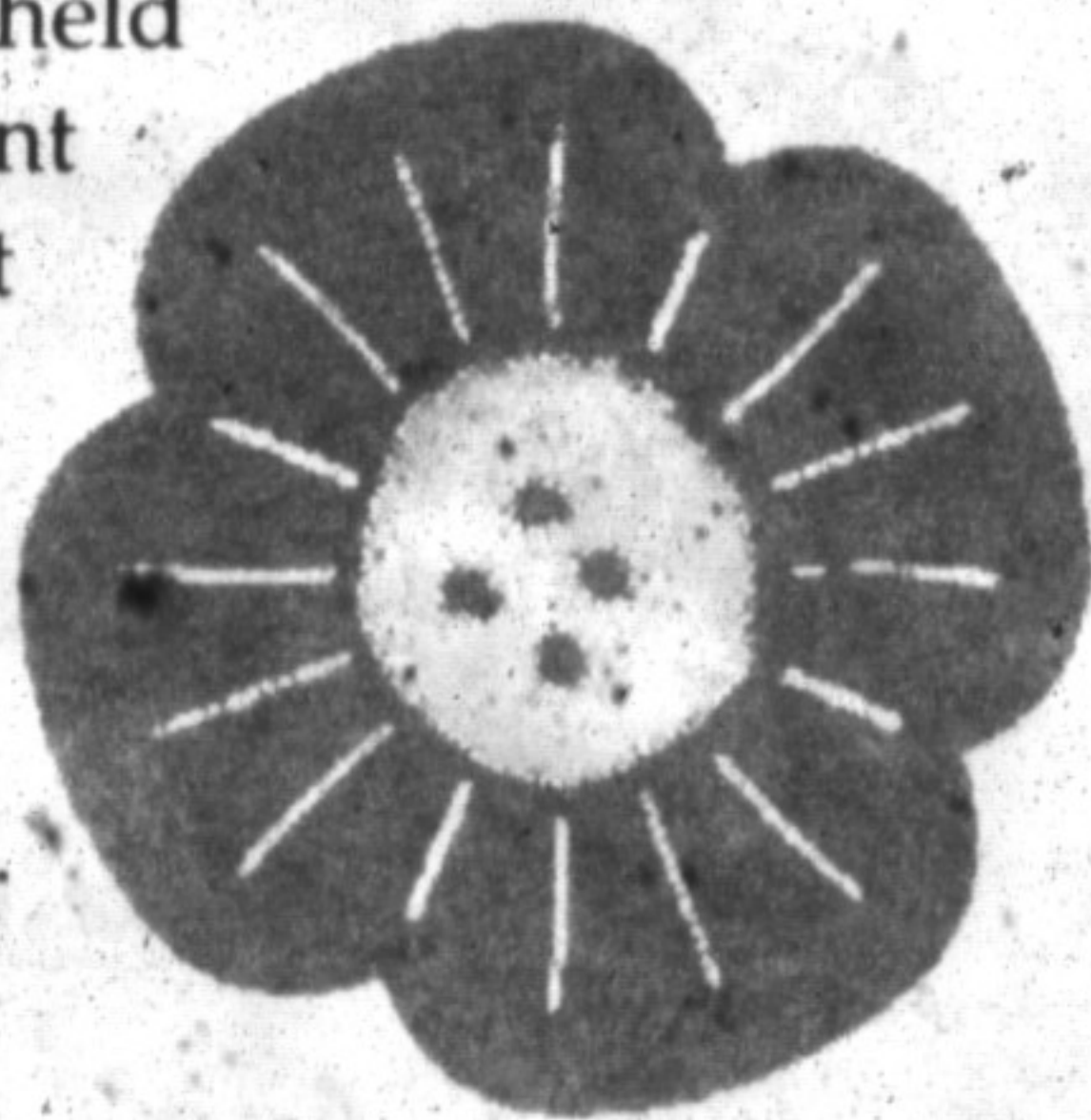
# POPPY TRUST FUNDS

The poppy campaign is the Legion's moment of truth: unless it succeeds, all the high-sounding ideals surrounding Legion work are nothing but empty words. The campaign must be measured by its effectiveness in promoting Remembrance and by the amount of money it raises to help needy ex-service personnel and their dependents.

## WHO OWNS THE FUNDS

Poppy funds are public funds, held in trust by the Legion until spent as designed. They must be kept in separate trust accounts.

And they must be spent, not accumulated for a rainy day. Normally, at least 90 percent of the funds collected each year should be spent before the next campaign.



## WHAT THE FUNDS DO

The funds provide financial assistance to needy Canadian ex-service personnel, and merchant navy personnel possessing or eligible for campaign stars or decorations, and their dependents. Also eligible are ex-service personnel of other Commonwealth and Allied countries, now resident in Canada.

Authorized uses also include:

- the cost of operating a service bureau or its equivalent;
- bursaries to children and grandchildren of ex-service personnel;
- prizes for promotional contests directly connected with the campaign
- campaign costs, including the purchase of poppies, wreaths, promotional aids, canvassing supplies, reasonable expenses of poppy chairmen and committee members, advertising expenses and telephone telegraph, postage and stationery.

## OTHER USES FOR THE FUNDS

A command, or, subject to the prior approval of the provincial command, a district, zone, branch or group of branches, may allot poppy funds for:

- community medical appliances and medical research;
- drop-in centres for the elderly, meals on wheels, transportation and related services for veterans, their dependents and the aged;
- donations for relief of disasters declared by the federal or provincial governments
- under certain conditions, housing for ex-servicemen, the elderly and disabled;
- within limits, assistance to ex-service personnel and dependents of Commonwealth countries residing outside Canada, e.g. donations to the Legion's BCEL Fund.

## WHAT THE FUNDS CAN'T DO

The following and any items not covered in the General Bylaws are not permitted:

- cost of branch administration;
- purchase, erection, extension or renovation of branch premises;
- rental of property or purchase of equipment or furnishings for branch use;
- public-service projects such as recreational facilities;
- furnishings and non-medical equipment for hospital ward/rooms;
- subscriptions to newspapers or periodicals, even for hospitals;
- purchase of wreaths for funerals;
- transportation cost for funerals for relatives;
- any form of entertainment;
- bus tours for elderly veterans, or recreational pursuits;
- scholarships;
- maintenance of cemeteries;
- loans.



ROYAL CANADIAN LEGION