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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: September 9, 2025

SUBJECT: LEGION WEEK 2025 SEPTEMBER 21st to 27th INCLUSIVE

Comrades:

With Legion Week just around the corner, it is with hopes that all Branches have planned their events for this important annual week. This year Legion Week is being held during September 21-27, 2025. Yearly we take 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 a successful Legion Week.

You will find enclosed messages from the Lieutenant Governor of Ontario Edith Dumont, the Premier of Ontario Doug Ford, Dominion Command President Berkley Lawrence and our Provincial President of Ontario Command Lynn McClellan. Also enclosed within this letter you will find useful information for Legion Week 2025.

Comrades, Ontario Command has held Legion Week the third week of September beginning on the Sunday for over 40 years. This is the third year now that this important week is being held Nationally; allowing all Commands and Branches to consistently participate to attract and welcome Canadians to The Royal Canadian Legion. The responsibility for the promotion of this program rests with the Public Relations Committee at all levels of Command.

Please pass along your Branches Legion Week activities and we will share with the rest of Ontario Command through our Provincial Public Relations Committee.

Also remember that the opening day of Legion Week also coincides with the commemorative date of "The Battle of Britain".

For your convenience I have also included in this package the current Fact Sheet of 2024; you can use this information to impress your members and the public of what great work our Branches, members and all volunteers within Ontario Command do for our Veterans, Seniors, Youth and our Communities.

Comrades, stay safe, stay healthy.

Yours in Comradeship,

Carolyn McCaul.
Provincial Public Relations Chair
carolyn.mccaul@sympatico.ca

"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 389 Branches;
with a membership of over 100,000 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 benefitting
Veterans, seniors and youth within our communities.*

*Therefore, let it be known throughout the Province of Ontario
that September 21-27, 2025 be proclaimed National Legion Week
by The Royal Canadian Legion.*

Legion Week is celebrated Nationally.



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

August 29, 2025

It is my honour to recognize Legion Week 2025 and celebrate the extraordinary legacy of service that defines the Royal Canadian Legion.

As we observe this special week, we reflect on the profound impact the Legion has made in communities across Ontario and throughout Canada. From the poppy campaigns that keep remembrance alive in our hearts, to the direct support provided to Veterans facing challenges, the Legion's mission touches every corner of our society.

During this Legion Week, I encourage all Ontarians to visit their local Legion branch, learn about their programs, and discover the many ways these organizations contribute to our collective well-being. Whether through youth programs, community events, or Veterans' services, there are countless opportunities to witness firsthand the Legion's dedication to "Service, not Self."

As His Majesty the King's representative in Ontario, I extend my deepest gratitude to every Legion member for their continued service and unwavering commitment to our Veterans and communities.

Je vous remercie pour votre dévouement envers nos anciens combattants et nos communautés et vous souhaite une excellente Semaine nationale de la Légion!

Salutations distinguées,

A handwritten signature in black ink that reads "Edith Dumont".

Edith Dumont



Premier of Ontario - Premier ministre de l'Ontario

September 21 – 27, 2025

A MESSAGE FROM PREMIER DOUG FORD

A warm welcome and thank you to everyone taking part in this year's Legion Week.

Once again, you open your doors to showcase the Legion's work and celebrate everything it does to build supportive communities within this great province and country. Local Legions play an important role in fostering connection and making the community a better, more caring place. Many 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.

As you celebrate your 100th anniversary, congratulations on a century of maintaining the tradition of Remembrance, supporting our veterans, and promoting strong communities through its charitable work.

Please accept my best wishes for another successful Legion Week. Together, we will build a stronger Canada for present and future generations.

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

Doug Ford
Premier



The Royal Canadian Legion
National Headquarters

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September 2025

File:

Dear Comrades,

On behalf of The Royal Canadian Legion's Dominion Command, I'd like to welcome all members and guests to our branches across Canada for this year's **National Legion Week**, taking place from September 21 to 27.

Legion week is an incredibly rich opportunity for guests and media to check out what branches do. Such as the crucial role they play in promoting Remembrance, and their work during the National Poppy Campaign. And how donated funds support our Veterans, families, and communities.

This year, there will be a unique undercurrent of excitement as we start to talk about and prepare for our 100th Anniversary celebrations in 2026. As a member of Branch 23 in Carbonear, Newfoundland and Labrador, I can assure you I will be taking in the action there. I always learn something fresh and meet new members each time I do.

I know some branches will begin Legion Week by honouring those who gave their lives during the Battle of Britain. Alongside commemorations, there will be open houses and other fun activities. Your events will not only share more about what we do, they will help us attract great new members and volunteers.

There is plenty to be proud of. Like our Service Officers' work, financially supporting programs that align with our mission, and lending a helping hand in times of community need.

While I am always grateful for everything you do throughout the year, I would like to take this opportunity to say it again: Thank you to our thousands of volunteers who will hold great events during Legion Week, and thank you to our provincial and branch teams who support them.

Have an enjoyable week!

With great appreciation,

Berkley Lawrence
Dominion President
The Royal Canadian Legion



LEGION WEEK

SEPTEMBER 21st – 27th, 2025

Comrades all,

I encourage every branch in Ontario to celebrate Legion Week again this year. You will be joining hundreds of branches in every Province from coast to coast to coast in promoting what the Legion does and will give each one of you a chance to "blow your own horn". What a great opportunity to promote your programs and make the public aware of what your Legion branch does not only for your veterans but for your community as well.

Please be sure to plan as many activities as you can such as open houses, luncheons, memorabilia displays, sporting events, special Bingo, etc. Be pro-active in advertising whatever events you decide on whether it be in the local newspaper or on social media. Make sure that everyone knows what a terrific Legion branch you have and invite them in to have a peek. You never know, they might be encouraged to join when they see what great things you do.

This year (2025) is also the 100th Anniversary of the Royal Canadian Legion, Ontario Command. Make sure and include that in your advertising. Don't be afraid to promote all of the Legion programs that you support such as the Homeless Veterans program, the Service Dog program, the Charitable Foundation and CF Bursary program, and the Track and Field program, just to name a few.

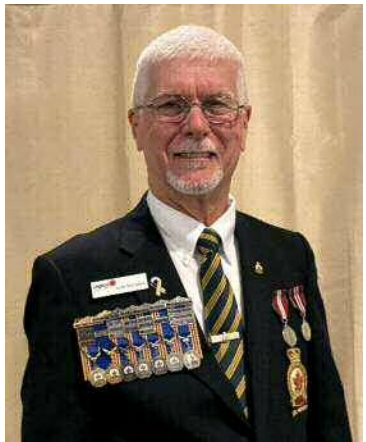
Each one of our Legion Branches is unique and can celebrate as they wish. Please don't let this opportunity pass you by. Be proud of the assistance you give to veterans and your importance to your community. The results can be astounding.

Good luck to all of you as we celebrate this occasion together.



Lynn McClellan
Ontario Command
Provincial President







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 CVADistrict “F” Public Relations Chair
Ontario Provincial Command, R.C.L.

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

Revised September 2023



GUIDELINES FOR A SUCCESSFUL “LEGIONWEEK”

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, Military Cadet Corp, Scouts Canada/Guides Canada, 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 chair 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.

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



THE ROYAL CANADIAN LEGION ONTARIO COMMAND

FACT SHEET 2024 (For Fiscal Year 2022-2023)

The following Facts are gathered from a Branch Survey conducted for the Fiscal Year of 2022-2023. Please note that due to the Covid-19 Pandemic Lock Downs and Restrictions, Ontario Command Branches could not operate under normal conditions and were slow to bounce back after all restrictions were lifted. The below facts show that our Branches and Members continue to strongly support their Veterans and Communities!

The Legion at work in Ontario:

- There were 389 Branches, with a total membership of 100,000 strong as of December 2024 (92.5% of Ontario Command Branches responded to this survey)
- Total Poppy Donations received for 2023 were \$9,520,305.65. Statements throughout this Fact Sheet reflect where these funds were disbursed by Branches to support Veterans, their dependents and greater community
- Funds spent on Veterans Programs for 2023 totaled over \$3.5 million
- Branches and Ladies' Auxiliaries continue to support the Homeless Veterans Program - "Operation: Leave the Streets Behind". As of December 2024, over \$3 million has been disbursed from the Ontario Command Homeless Veterans Fund and over \$100,000.00 from our Ladies' Auxiliary. As of this date 1242 Veterans have been assisted (of which 139 were female Veterans and 73 families) in 207 communities
- For the year 2023 Grants from Poppy funds, to the Royal Commonwealth Ex-Service League in the Caribbean totaled \$89,500.00
- Provide funding for Provincial Service Bureaus, for Provincial Service Officers to assist, all Veterans – Currently Serving and Ex-Service Personnel, with pension applications, benefit concerns, on an ongoing basis - free of charge
- Ontario Command is very proud to support "Operation Service Dog"! In collaboration with Wounded Warriors Canada this program has, and will continue, to drastically improve the lives of many Veterans! Since the beginning of this partnership in 2018, Ontario Command Branches and Ladies' Auxiliaries have donated \$2.2 million to this program.
- Branches and Ladies' Auxiliary members continue to support Veterans in hospitals by supplying comforts and entertainment to enhance their quality of life

- Money Spent on Medical Equipment and Research totaled over \$600,000.00
- Not including funds spent on Veterans, over \$532,200.00 was used for Seniors' Programs
- Ontario Provincial Command Branches and Ladies' Auxiliaries Charitable Foundation approved \$671,322.00 to Ontario communities in 2023. Since its inception in 1979, donations approved amounted to over \$19,613,835.52 to various Hospitals, Hospices, Health Clinics, Homes for the Aged, Fire Departments and Charities in communities throughout Ontario.
- Through our Bursary program in the 2023-2024 academic year a total of 353 applications were awarded to students in need for post-secondary education in the total amount of \$441,250.00 in the Province of Ontario with the generous donations from the Ontario Command Legion Branches and the Ladies' Auxiliaries of Ontario Command. Since the academic year of 2002-2003 to 2023-2024 our Bursary program has made a total of 13,634 awards totaling \$7,715,075.00.
- Additional Bursaries from Branch Poppy Trust funds were awarded in the amount of \$634,350.00
- Sponsors and facilitates low rental housing for senior citizens
- Continued to support accessibility for Veterans, their families and the Communities in excess of \$543,800
- Continued to support Scouts Canada, Guides Canada, Army/Air/Sea/Navy Cadets, Canadian Junior Rangers and other Youth Programs in excess of \$1.6 million
- Other donations to local charities amount to over \$2 million, not from Poppy Trust Funds
- Donations to local Community Projects totaled over \$1.4 million
- Ontario Command Branch Members annually put in over 400,500 volunteer hours
- In 2023 Ontario Command Branches had over 6157 volunteer staff and employed over 1141 full time and part-time staff
- Ontario Command Branches offered their facilities free of charge to community groups for over 21,600 occasions in 2023

For further information please visit the
Ontario Provincial Command Website at www.on.legion.ca