BC/YUKON COMMAND
The Royal Canadian Legion
#503 – 17665 66A Ave, Surrey, BC V3S 2A7 Phone (1) 604-575-8840 Fax (1) 604-575-8820
info@legionbcyukon.ca or visit us at www.legionbcyukon.ca
October 22, 2026

TO: All Branches
For Information of Members of Command Executive Council

FROM: Michelle Courtney, Executive Director, BC/Yukon Command

SUBJECT: Poppy Campaign Update #2

Memo 71.26

Comrades,

Please see below for some reminders on the upcoming Poppy Campaign, commencing this Saturday, October 24th.

Corporate Partnerships – Dominion Command
Please remember to review the list of 2026 National Poppy Campaign partners on the Legion Member Services website. Some corporate partners require support from Branches, such as Poppies and Poppy trays. Others require no Branch support. Please log in to the Membership Portal or click this link to find all you need to know about our national corporate sponsors: 2026 National Corporate Sponsors

Provincial Partnerships – British Columbia
We have secured agreements with the following partners for Poppy canvasing outside their locations from October 24 - November 11:

- **BC Ferries** – BC Ferries has agreed to allow outside tagging at their facilities. They ask that Branches reach out to their local terminals and make arrangements – BC/Yukon Command has assisted by providing participating Branches with contact information. An authorization letter is not being provided as they are not required.
- **TransLink** – BC/Yukon Command and TransLink have finalized an agreement to allow tagging outside their Fair Paid Zones. Please ensure all volunteers have a copy of the attached authorization letter when canvassing in a TransLink area.
- **BC Liquor & Cannabis Stores** – BC Liquor & BC Cannabis Stores have provided approval for tagging to occur **outside** all locations starting October 24th. Please print copies of the attached letters and provide to volunteers who will be canvassing at these locations.

Remembrance Day Ceremony Locator (Please submit information as soon as possible!)
Branches can now submit information on their Remembrance Day ceremonies be included in the National Locator. To submit a ceremony:

1. Visit: https://legion.ca/add-your-ceremony
2. Enter your email address.
3. Fill in the contact information of the person submitting the ceremony (they will receive a confirmation email once the ceremony is approved).
4. Fill in the ceremony submission form as completely as possible, including date, time, and description of the ceremony.
5. Preview your submission and edit if necessary – then submit!

The National Locator can be found here – see where ceremonies are happening across the country!

Free Downloadable Brochure: "About the Poppy Campaign"
BC/Yukon Command has created an "About the Poppy Campaign" tri-fold brochure, available for download on Branch Corner and available in six languages. The English flyer is attached for reference. Branches are welcome to download and print any versions that may be helpful when engaging with the community.

Download the brochure at the bottom of the webpage: https://legionbcyukon.ca/branch-corner/poppy-and-remembrance/

Social Media
BC/Yukon Command has prepared scheduled daily posts from October 24 – November 12 on our social media to drive engagement during the campaign. Branches are encouraged to share posts to boost traffic.

Facebook: https://www.facebook.com/LegionBCYukon/
Instagram @legionbcyukon: https://www.instagram.com/legionbcyukon/
X @LegionBCYukon: https://x.com/LegionBCYukon

Social media graphics are also available for download on Branch Corner at the bottom of the webpage: https://legionbcyukon.ca/branch-corner/poppy-and-remembrance/

Helpful Tips:

- Anyone can donate to the Poppy Campaign online on BC/Yukon Command's website and select a specific Branch's Poppy Fund by using the dropdown under "Donation Preference."
- Branches may receive requests from organizations or groups wishing to lay a wreath or participate in local ceremonies. Please be mindful when considering these requests to ensure that participating organizations and groups share the values and principles of The Royal Canadian Legion. If you have any questions or concerns, please contact BC/Yukon Command for further guidance.

For questions, please contact the BC/Yukon Command office at info@legionbcyukon.ca or by phone at (604) 575-8840.

In Comradeship,

Michelle

September 21, 2026

British Columbia/Yukon
Command of The Royal Canadian Legion
michelle.courtney@legionbcyukon.ca

Dear Michelle,
RE: Poppy Fund Campaign at Metro Vancouver transit hubs

This letter is to confirm the approval of TransLink and British Columbia Rapid Transit Company Ltd. (BCRTC) for your volunteers to collect donations for the Poppy Fund at TransLink hubs including major bus loops and SkyTrain Stations.

Access to transit hubs will be granted to The Poppy Fund from October 24th to the closing date of November 11th, 2026. TransLink retains the right to cancel a location at any given time.

The conduct of the volunteers and collection of these fund are the responsibility of The Royal Canadian Legion organization. TransLink, BCRTC and their respective employees are not responsible for the collection of funds.

Please note that all volunteers are to have a copy of this approval letter with them when they set up their collection area at our bus loops and SkyTrain stations and the following list of rules and requirements must be adhered to:

- All work must be done outside of fare paid zones areas
- Location of volunteers must not impede passenger flow or impact SkyTrain attendants' safety/work at any time.

Should you have any questions, please contact Brina Soni at (604) 783-5223. On behalf of TransLink and BCRTC, we wish you success in your fundraising efforts.

Yours truly,

South Coast British Columbia Transportation Authority (TransLink)

_____
Per: Jessica Fletcher, Director, Public Affairs

British Columbia Rapid Transit Company Ltd.

m.hassabou
_____
Per: Mo Hassabou, Director, Rail Safety and Security

Please acknowledge your agreement to the foregoing by signing in the space provided below.

The Royal Canadian Legion | BC/Yukon Command

_____ September 22, 2026
Per: Michelle Courtney, Executive Director Date

BRITISH COLUMBIA | **LIQUOR DISTRIBUTION BRANCH**

Date: October 6, 2026

To: Michelle Courtney, Executive Director

From: Shaina Walker, Senior Manager, Marketing & Advertising

Re: The Royal Canadian Legion Poppy Campaign

We are pleased to inform you that **The Royal Canadian Legion** has approval to canvass outside of all BCLIQUOR (BCL) stores in support of their annual Poppy Campaign, beginning **October 24 up to and including November 11, 2026.**

The Royal Canadian Legion must receive approval from shopping center management if the liquor store is located in a shopping center. Also, approval from the respective municipality may be required.

BCLIQUOR and its employees are not responsible for the funds collected. Funds are not to be kept in stores after hours.

We are pleased to continue to support The Royal Canadian Legion's annual Poppy Campaign and wish your canvassers every success in their fundraising efforts.

Sincerely,

Shaina Walker

Shaina Walker
Senior Manager, Marketing & Advertising
BCLIQUOR

September 21, 2026

British Columbia/Yukon
Command of The Royal Canadian Legion
michelle.courtney@legionbcyukon.ca

Dear Michelle,
RE: Poppy Fund Campaign at Metro Vancouver transit hubs

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The conduct of the volunteers and collection of these fund are the responsibility of The Royal Canadian Legion organization. TransLink, BCRTC and their respective employees are not responsible for the collection of funds.

Please note that all volunteers are to have a copy of this approval letter with them when they set up their collection area at our bus loops and SkyTrain stations and the following list of rules and requirements must be adhered to:

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South Coast British Columbia Transportation Authority (TransLink)

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Per: Jessica Fletcher, Director, Public Affairs

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Please acknowledge your agreement to the foregoing by signing in the space provided below.

The Royal Canadian Legion | BC/Yukon Command

_____ September 22, 2026
Per: Michelle Courtney, Executive Director Date

BC CANNABIS STORES

Date: October 6, 2026

To: Michelle Courtney, Executive Director

From: Tony Main, Director, Store Operations, BC Cannabis Stores

Re: The Royal Canadian Legion Poppy Campaign

We are pleased to inform you that **The Royal Canadian Legion** has approval to canvass outside of all BC Cannabis Stores (BCCS) in support of their annual Poppy Campaign, beginning **October 24 up to and including November 11, 2026.**

The Royal Canadian Legion must receive approval from shopping centre management if the BCCS is located inside a shopping centre. Also, approval from the respective municipality may be required.

BCCS and its employees are not responsible for the funds collected. Funds are not to be kept in stores after hours.

We are pleased to continue to support The Royal Canadian Legion's annual Poppy Campaign and wish your canvassers every success in their fundraising efforts.

Sincerely,



Tony Main

Director, Store Operations
BC Liquor Distribution Branch



Wearing a Poppy

From October 24 - November 11, millions of Canadians wear a Poppy as a visual pledge to never forget those who served.

The Poppy is distributed freely to all who wish to wear one. When you wear a Poppy or display a wreath, you honour our Veterans, and those who made the ultimate sacrifice in the service of their country.

We invite everyone to wear a Poppy in recognition of Canada's Veterans. The Poppy should be worn on the left side, over the heart.

About the Poppy

The Poppy became **a national symbol of Remembrance** after Lieutenant-Colonel John McCrae, a Veteran of the First World War, wrote the poem, "In Flanders Fields." McCrae wrote the piece after presiding over the funeral of a friend and fellow soldier. Now, a century later, the poem continues to be read alout at Remembrance Day ceremonies across the country.

Our Mission

The mission of The Royal Canadian Legion is to serve Veterans, including serving military and RCMP members and their families, to promote Remembrance, and to serve our communities and our country.

Learn more about becoming a member of the Legion:



Contact Us

Phone: 604-575-8840
Email: info@legionbcyukon.ca
Website: legionbcyukon.ca
Address: #503 - 17665 66A Ave,
Surrey, BC V3S 2A7

Legion
British Columbia/Yukon Command



About the Poppy Campaign

Legion
British Columbia/Yukon Command



Who is a Veteran?

A Veteran is any person who is serving or who has honourably served in the Canadian Armed Forces, the Commonwealth, or its wartime allies, or as a regular member of the Royal Canadian Mounted Police, or as a Peace Officer in a special duty area or on a special duty operation, or who has served in the Merchant Navy or Ferry Command during wartime.

How to Help Veterans and their Families

There are several ways to help Veterans and their families during the Poppy Campaign:

1. **Wear a Poppy** in recognition of those who served and sacrificed.
2. **Donate to the Poppy Fund** to support Canada's Veterans and their families.
3. **Volunteer at your local Legion** and help distribute Poppies in your community.

Donate to the Poppy Fund

legionbcyukon.ca/remembrance/poppy-campaign



All donations, big and small, make a difference in the lives of Veterans across British Columbia and the Yukon.





Poppy Funds may be used for:

Grants for food or clothing
Grants for prescription medication
Grants for medical equipment
Shelter or housing assistance
Funding for Veteran Transition Programs
Visits, transportation, and day trips
Accessibility modifications
Support of cadet units
And more!

More about the Poppy Fund

The basic purpose of the Poppy Fund is to promote immediate assistance to Veterans and their families in financial need. Any Veteran, whether a Legion member or not, is eligible to apply for financial aid from the Poppy Fund, along with their families.

When declared by the federal or provincial governments, donations to the Poppy Fund may also be given for disaster relief.

Through the Poppy Fund, bursaries are also granted to children, grandchildren, and great-grandchildren of Veterans.