

## Report CCR-CS-04-14

**To:** Chair Pringle and Members of the Corporate Services Committee  
**From:** Sharon Vokes, County Clerk / Director of Council Services  
**Meeting Date:** January 14, 2014  
**Subject:** **Request to financially support Military Service Recognition Book by Royal Canadian Legion Ontario Command**  
**Status:** Recommendation endorsed by Committee as presented per Resolution CS12-14 January 14, 2014; Endorsed by County Council February 4, 2014 per Resolution CC24-14;

### Recommendation(s)

**WHEREAS the Township of Chatsworth has requested that the County of Grey consider a request to fund an advertisement in a Military Service Recognition Book being developed by the Royal Canadian Legion Ontario Command;**

**AND WHEREAS the funds will support printing of the book with any additional funds to go towards legion initiatives and assisting the branches to remain viable community partners;**

**AND WHEREAS the County of Grey through programming and collections at Grey Roots ensures that the importance of veterans, and in particular the stories relevant to Grey County are preserved and celebrated;**

**AND WHEREAS the County of Grey currently supports legions within the County through property tax rebates;**

**NOW THEREFORE BE IT RESOLVED THAT Report CCR-CS-04-14 be received for information;**

**AND THAT the County of Grey not purchase an advertisement in the Military Service Recognition Book being developed by the Royal Canadian Legion Ontario Command.**

## Background

The Township of Chatsworth received a request from Royal Canadian Legion Ontario Command for financial support for the printing of a Military Service Recognition Book. The book will assist the Legion in *“identifying and recognizing many of our veterans within the Province of Ontario and assist us in our job as Keepers of Remembrance.”*

Funds will be used to offset the cost of printing 15,000 copies of the book with any extra funding to be applied towards Legion initiatives and assisting the branches to remain viable partners in their communities.

After considering the request, the Township of Chatsworth passed the following resolution on December 11, 2013:

*“Be it resolved that the Council of the Township of Chatsworth support Royal Canadian Legion Veterans and Troops Recognition;*

*And request the County of Grey to support the Veterans and Troops recognition book with an advertisement for the entire County.”*

The actual Legion request to the Township of Chatsworth, including the advertising prices, is included with this report, and range from \$275 to \$2,295 inclusive of HST.

### *County Policy Regarding Grant Requests*

Currently there isn't a County policy regarding grant requests of organizations. In fact, Council turned down two grant requests at the November 26, 2013 session of council on the basis that the County doesn't have a policy on grants. It is also noted that the CAO has been tasked with the responsibility of developing a policy for the consideration of the Corporate Services Committee and this is anticipated to be completed within the first quarter of 2014.

Beyond historical grants which are built into the annual budget process, no specific funding is set aside for new grant requests.

### *County Support of Legions*

All community groups contribute to the fabric of our communities and are important resources. That being said, it isn't possible for the County or any municipality for that matter, to support every community group. It can be argued that legions are different from other community groups as they represent veterans and the collective desire to remember the sacrifices of our soldiers and their past and present work to preserve democracy and basic human rights

The County recognizes the work of legions and the importance to remember veterans past and present in a number of ways which are both direct and indirect.

For example, the County has provided all legions within the County financial support through enactment of By-Law 4706-11, which exempts legions from paying property taxes.

In addition to the property tax exemption, Grey Roots supports veterans in multiple ways. Each cultural/ethnic based in-house exhibit that has been developed by staff includes a section on veterans. As examples, this currently includes Black history, Jewish history and Aboriginal history. In addition, Grey Roots has created exhibits such as Life on the Home Front and the Tank Range story.

Specifically in terms of current support, Grey Roots has, thanks to a New Horizons' grant, been creating videos of the stories of Grey County veterans, on a first person basis. Each fall, Grey Roots hosts a one day school program aimed at high school students where they re-enact a day in the life of a WWI soldier. In 2014, in honour of the 100<sup>th</sup> anniversary of WWI, a new in-house exhibit is being created which will feature stories of WWI veterans. The exhibit will also focus on the support the soldiers received from home; and in particular the story as it relates to Grey County. Stay tuned as we will all get the opportunity to learn about the "Grey Rooms" that were set up by Mrs Eaton in London, England to support soldiers.

### *Recommended Path*

With finite resources, municipalities need to be strategic in allocating resources to support community projects. In the case of the request from the Royal Canadian Legion Ontario Command, it is not a local initiative, but rather a provincial initiative.

Staff does not recommend supporting the request of the Township of Chatsworth for the County to take out an advertisement to support the printing of a Troops and Veterans' recognition book. This recommendation is based on the premise that Council has recently turned down two grant requests in the absence of a corporate policy as well as the fact that locally, Grey Roots strives to collect and celebrate veterans through its various exhibits and archival records. In addition, in supporting grant requests the County needs to consider opportunities for brand recognition. It's difficult to determine what brand recognition value there is in the printing of a provincial book with a total of only 15,000 copies.

## Financial / Staffing / Legal / Information Technology

### Considerations

There are no staffing, legal or information technology considerations related to this report. There would be a financial implication as no funding is available within the 2014 budget for unbudgeted grant requests.

### Link to Strategic Goals / Priorities

Not applicable

Respectfully submitted by,

Sharon Vokes  
Clerk/Director of Council Services

Attachment: Request for Support from the Royal Canadian Legion



www.on.legion.ca

## **The Royal Canadian Legion Ontario Command**

### ***“Military Service Recognition Book”***

Dear Sir/Madam:

Thank you for your interest in **The Royal Canadian Legion Ontario Command**, representing **Ontario’s Veterans**. Please accept this written request for your support, as per our recent telephone conversation.

**Ontario Command of the Royal Canadian Legion** is very proud to be printing **15,000 copies** of a **“Military Service Recognition Book”**, scheduled for release by September 2014. This book will assist us in identifying and recognizing many of our Veterans within the Province of Ontario and to serve as a reminder for generations to come, while at the same time assist us in our job as the “Keepers of Remembrance”.

We would like to have your organization’s support for this Remembrance project by sponsoring an advertisement space in our **“Military Service Recognition Book.”** Proceeds raised from this important project will cover the cost of printing and distributing this unique publication. Additional proceeds received through this program will assist and support many Legion initiatives and to assist our over 400 branches to remain a viable partner in their communities. The Legion is recognized as Canada’s largest Veteran Organization and we are an integral part of the communities we serve. This project ensures the Legion’s continued success in providing these very worthwhile services.

Please find enclosed a rate sheet for your review. Whatever you are able to contribute to this worthwhile endeavor would be greatly appreciated. For further information please contact **Ontario Command Campaign Office** toll free at **1-855-241-6967**.

**Thank you for your consideration and/or support.**

Sincerely,

**Bruce Julian  
President**



www.on.legion.ca

## The Royal Canadian Legion Ontario Command

### *“Military Service Recognition Book”*

#### Advertising Prices

<u>Ad Size</u>	<u>Cost</u>	<u>HST</u>	<u>Total</u>
Full Colour Outside Back Cover	\$2,030.97	+ \$264.03	= \$2,295.00
Inside Front/Back Cover (Full Colour)	\$1,765.49	+ \$229.51	= \$1,995.00
2-Page Spread (Full Colour)	\$2,823.01	+ \$366.99	= \$3,190.00
Full Page (Full Colour)	\$1,411.50	+ \$183.50	= \$1,595.00
Full Page	\$1,057.52	+ \$137.48	= \$1,195.00
½ Page (Full Colour)	\$792.04	+ \$102.96	= \$895.00
½ Page	\$615.04	+ \$79.96	= \$695.00
¼ Page (Full Colour)	\$482.30	+ \$62.70	= \$545.00
¼ Page	\$393.81	+ \$51.19	= \$445.00
1/10 Page (Full Colour)	\$287.61	+ \$37.39	= \$325.00
1/10 Page (Business Card)	\$243.36	+ \$31.64	= \$275.00

H.S.T. Registration # 10686 2824 RT0001

All typesetting and layout charges are included in the above prices.

A complimentary copy of this year’s publication will be received by all advertisers purchasing space of 1/10 page and up, along with a Certificate of Appreciation from Ontario Command.



PLEASE MAKE CHEQUE PAYABLE TO:

The Royal Canadian Legion  
Ontario Command  
(RCL ON)  
(Campaign Office)  
P O Box 8055, Station T CSC  
Ottawa, ON K1G 3H6



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