



LAST POST FUND
FONDS DU SOUVENIR

**LAST POST FUND
FONDS DU SOUVENIR
ANNUAL ACTIVITY REPORT
APRIL 1, 2021 - MARCH 31, 2022**





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LAST POST FUND | FONDS DU SOUVENIR

MESSAGE FROM THE **NATIONAL PRESIDENT**

*

Derek Sullivan



It has been an honour and a privilege to serve as National President of the Last Post Fund (LPF) for the last two years. This will be my final message in that role. When thinking about this last year, I continue to be impressed by the extraordinary dedication and hard work done by our members, volunteers, and staff in the service of Veterans and their families. There have been many changes in the past year in how we provide support to veterans and their families. Yet, even with the additional stress and anxiety caused by the Covid-19 pandemic, the Last Post Fund has carried on its vital work.

The LPF staff have provided exemplary service in delivering the Funeral and Burial Program to Veterans and their loved ones. Our team at the National Field of Honour in Pointe Claire Quebec has continued to maintain this national treasure and to provide a final resting place for veterans and their close family members. Our Executive Director, Edouard Pahud, has completed the permanent transition to our staff working completely from home. Early last year we closed our Toronto office, and in January 2022 our Montreal office moved out of downtown to Pointe Claire and is greatly reduced in size. This reflects our ongoing efforts to ensure that our administrative expenses are in line with our workload.

Even in the face of a pandemic, the members and volunteers across the country have again increased their efforts to locate the unmarked graves of Veterans, and to ensure that they are provided with an appropriate military style grave marker. In fact, this year we have been so successful that we have exceeded our financial capacity to complete the installation of all grave markers approved. This simply means that it may take a little extra time to have some markers installed.

Also, in this past year the National Executive Committee, our Executive Director, and our Quebec Branch have worked hard to support the Federal Government's examination of the National Field of Honour, as they consider our proposal to transfer ownership and operation to Veterans Affairs Canada.

I would like to express my sincere appreciation to the Executive Committee, Governing Council, the National Office, and the team at the National Field of Honour for the tremendous support that they have given me over the last year. I am looking forward to seeing many of you in person this year at our annual meetings in Montreal. As we have become accustomed to having virtual meetings these last two years, and as the Covid-19 pandemic continues to pose a risk, we will be conducting this year's Governing Council meeting and the Annual Meeting of Members in a hybrid format. This means that those who cannot be in Montreal can still participate fully in the meetings virtually.

As we emerge from the stresses of the last few years, we can look forward to again engaging our local community organizations and local media to ensure that Canadian veterans and their families are aware of the services and supports that the LPF provides.



DEREK SULLIVAN
National President

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MESSAGE FROM THE **EXECUTIVE DIRECTOR**

*

Edouard Pahud



Dear Members,

Another year has passed as we now leave the pandemic and await the new normal. Suffice to say; we are all Covid-19 fatigued! As previously reported, our new operating model is Work from Home, and it is working very well for us, better staff performance and lower operating costs as we now have a small National Office in Pointe-Claire, minutes away from our National Field of Honour.

Our hallmark Funeral and Burial Program continued its slide downwards, now second to the Unmarked Graves Program in terms of approved applications. With this ongoing trend, the primary program will be the Unmarked Graves Program for the upcoming years.

Our newest program, the Indigenous Veterans Initiative (IVI), continues to progress exceptionally well and has attracted the BMO and Lockheed Martin to sponsor various projects for the IVI. A complete report of the IVI, including an impressive map of grave marker placements, is sent to our members separately.

As I did last year, I want to congratulate our employees for their resilience. They positively adapted and even thrived in response to the challenging Pandemic environment. Our employee group is more cohesive and efficient now. They have learned new work methods and systems. Our monthly applicant surveys confirm an elevated level of customer service satisfaction despite the vast changes imposed on our staff in the past couple of years. Excellent work, everyone; job well done!

On behalf of myself and the entire LPF staff, it is our honour and pleasure to continue our tradition of service to and recognition of Veterans.



EDOUARD PAHUD
Executive Director



Gate of Remembrance erected by Last Post Fund 1937.

BEGINNINGS

In December 1908, a homeless man was found unconscious and taken to the Montreal General Hospital. Head Orderly Arthur Hair, himself a Veteran of the South African War, found an envelope in the poor man's coat pocket. It contained an honourable discharge certificate issued by Britain's War Office for Trooper James Daly, who had served the Empire for 21 years. This certificate was the man's sole possession. Suffering from hypothermia and malnutrition, Daly died a few days later at age 53. Without any friend or family member to claim his remains, his body was to be delivered over to the morgue.

Instead, Hair raised the necessary funds to provide the soldier with a dignified funeral and burial in the Notre-Dame-des-Neiges cemetery on the Mount Royal. His act of charity is the founding

event of the Last Post Fund in Montreal on April 19, 1909. There-after, the Fund's Trustees launched a crusade to ensure that no serviceman or woman would suffer James Daly's narrowly-avoided fate.

The early work of the Fund was supported exclusively by private donations. In 1921, however, the Last Post Fund was federally incorporated and began to receive regular government subsidies, allowing the organization to expand its operations to the entire country. In 1995, it was mandated to deliver the Funeral and Burial Program on behalf of Veterans Affairs Canada.

Since 1909, hundreds of dedicated men and women have ensured that deceased Veterans receive the respectful recognition they have earned through their service and sacrifice.

THE 2021-2022 ANNUAL ACTIVITY REPORT
PROVIDES A RECORD OF LAST POST FUND
ACTIVITIES FOR FISCAL YEAR
1 APRIL, 2021 TO 31 MARCH, 2022.

LAST POST FUND
AT A GLANCE

Who we are and who we serve.

MISSION AND ACTIVITIES

Created 113 years ago, the Last Post Fund has since arranged funerals and, where necessary, burials and grave markers for more than 158,000 Veterans from Canada, Britain, Scotland, Ireland, Australia, Belgium, France, Poland, South Africa and other allied countries.

The mission of the Last Post Fund is to ensure that no Veteran is denied a dignified funeral and burial, as well as a military gravestone, due to insufficient funds at time of death.

In addition to delivering the Funeral and Burial Program on behalf of Veterans Affairs Canada, the Last Post Fund supports other initiatives aimed at commemorating Canadian Veterans. These include the Last Post Fund's own military cemetery, the National Field of Honour in Pointe-Claire, Quebec where more than 22,420 burials have been performed since it was opened in 1930. The Fund also supports other local Fields of Honour and is present in over 2,900 cemeteries across the country.

The Last Post Fund recognizes the importance of honouring those who served. Every year in June, commemorative ceremonies are held on the St. Lawrence River in Montreal, at the Notre-Dame-des-Neiges and Mount-Royal cemeteries, and at the National Field of Honour in Pointe-Claire, Quebec.

Due to the COVID-19 pandemic, since 2020 these commemorative ceremonies have been condensed into a single ceremony, held in a reduced format, and broadcast online to our larger community.

Other Last Post Fund activities include the Unmarked Grave Program through which the Last Post Fund provides military markers for eligible Veterans who have been deceased for over five years and lie in unmarked graves. Since the inception of this Program in 1996, the graves of 7,709 Veterans have been properly marked across the country.

The Indigenous Veterans Initiative, launched in March of 2019, focuses specifically on Indigenous communities while the newly launched Lost Veterans Initiative aims to support volunteer researchers for unmarked Veterans graves.

Finally, the Last Post Fund also works in conjunction with the Department of National Defence to provide headstones, markers or memorials for eligible Canadian Forces members who die while in service. To date, 549 such memorials have been provided through the action of the Last Post Fund.

We are deeply indebted to the hundreds of dedicated men and women who have volunteered over the years to ensure that the Last Post Fund's mission is upheld.

*"We cannot thank LPF enough for their help and support since the death of my father who served in the Canadian Queens Own Rifles of Canada. My husband was extremely proud of this regiment and his time in Canada. We applied for support with my husband's funeral costs since we were both retired without assets and LPF were an absolute god send. We are sending our thanks directly also but THANK YOU again LPF. You were amazing and a lifeline for our family." **

**Throughout this report, we feature quotes from our client survey. The comfort that we bring to families of Veterans across Canada to whom the LPF extends a helping hand, and the knowledge that we have honourably commemorated our Veterans is our motivation to continue our work, and our true reward.*

LAST POST FUND OVERVIEW

Principal Programs and Initiatives

PROGRAMS AND INITIATIVES



Funeral & Burial Program



Indigenous Veterans Initiative



Unmarked Grave Program



Lost Veterans Initiative

MISSION AND ACTIVITIES

The Last Post Fund is made up of both volunteer members and paid employees. Its Boards of Directors are elected from a volunteer membership in each province. Each provincial Board of Directors elects a representative who sits on the national Governing Council. These elected representatives have overall responsibility for the strategic direction of the Last Post Fund's policies, standards and controls relating to administration and national program delivery.

In turn, the Governing Council delegates to the Executive Director the management responsibility for office operations and delivery of the national program as well as for communications and cooperative actions with Veterans Affairs Canada. The Executive Director operates from the Last Post Fund National Office in Pointe-Claire, Quebec.

LAST POST FUND
FONDS DU SOUVENIR
**SERVING VETERANS SINCE
AU SERVICE DES
VÉTÉRANS DEPUIS**
1909

GOVERNING COUNCIL 2021-2022

The Governing Council is comprised of the Executive Committee and the Branch Presidents from each province.

It also holds seats for the Honorary President and Honorary Solicitor (Vacant), as well as a VAC liaison.

Governing Council Directors	Name	Residence
Executive Committee		
National President	Mr. Derek Sullivan	Moncton, MB
Past National President	LCol Raymond Mikkola (Retired)	Mississauga, ON
Vice President East	Maj James Lynch (Retired)	St. John's, NL
Vice President West	Col Randy Brooks (Retired)	Regina, SK
Treasurer	Mr. Uwe Manski	Stouffville, ON
Secretary	Maj Ken Usher (Retired)	Penticton, BC
Branch Presidents (East to West)		
Newfoundland and Labrador	RCMP Supt Leo O'Brien (Retired)	St. John's, NL
Nova Scotia	Mr. Robert Carter	Halifax, NS
New Brunswick & PEI	Capt Kelly Newstead (Retired)	Summerside, NB
Quebec	LCol Michel Crowe (Retired)	Brossard, QC
National Field of Honour	A/SLt Nicolas Marcotte	Montréal, QC
Ontario	Col R.G. (Geordie) Elms (Retired)	Dundas, ON
Manitoba	Maj Robert Orzechowski (Retired)	Winnipeg, MB
Saskatchewan	LCol Doug Penner (Retired)	Warman, SK
Alberta	Maj Tony Jewells (Retired)	Calgary, AB
British Columbia	Maj Gino Simeoni (Retired)	Burnaby, BC
Veterans Affairs Canada Liaison		
DG Commemoration VAC	Mr. Paul Thomson	Charlottetown, PE



JEAN MISO

Honorary President

EDOUARD PAHUD

Executive Director

GOVERNING
COUNCIL

Executive Committee



DEREK SULLIVAN
National President



LCOL RAY MIKKOLA (RET'D)
Past National President



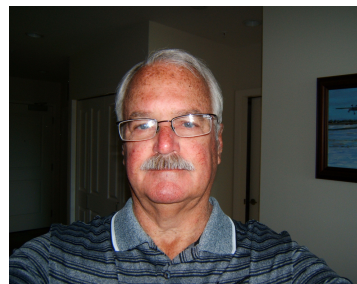
MAJ JAMES LYNCH (RET'D)
Vice-President East



COL RANDY BROOKS (RET'D)
Vice-President West



MR. UWE MANSKI
Treasurer



MAJ KEN USHER (RET'D)
Secretary

LPF STAFF 2021-2022

Executive Director	Édouard Pahud
Finance Manager	Vacant
Administrative Assitant	Natalie Escaler
Communications Officer	Audrey Steren Lenoir
Accounts Payables	Christian Dupuis
Indigenous Project Coordinator	Maria Trujillo
Senior Counsellor	Tara Muia
Counsellor	Amy Khamlong
Counsellor	Chan Khamlong
Counsellor	Kelly Martin
Counsellor	Heather Pettipas

We would like to thank Justine McIntyre, former Communications Officer at Last Post Fund, for her commitment and work over the past 2 years. We wish her the best in her new endeavours.



Justine McIntyre, former Communications Officer, during the Remembrance Day ceremony on Thursday, November 11, 2021.

PROGRAM
ACTIVITY

The below charts show all program activity in a breakdown by province. As noted in the introductory remarks, Funeral and Burial (F&B) program activity is steadily declining, while activity related to the Unmarked Grave Program (UMG) continues to increase due to the recent addition of the Indigenous Veterans Initiative and of the Lost Veterans Initiative, and thanks to the tireless and dedicated efforts on the part of volunteers across the country.

All programs

PROCESSED CASES BY PROVINCE 2021-2022

Diagram 1: Processed cases by province

Summary of program activities by province, including Funeral & Burial, Unmarked Graves and Dept. of National Defense programs.

Province	F&B			UGP	DND	Total
	Cases Approved	Not Approved	Total Cases			
AB	62	44	106	184	0	290
BC	82	59	141	312	2	455
MB	18	13	31	24	0	55
NB/PEI	72	27	99	20	0	119
NL	30	8	38	2	1	41
INT.	4	1	5	7	0	12
NS	83	52	135	23	2	160
ON	193	98	291	73	5	369
QC	42	26	68	40	1	109
SK	14	25	39	78	0	117
Totals	600	353	953	763	11	1 727

FUNERAL & BURIAL PROGRAM

Potential clients for the Veterans Affairs Funeral and Burial Program (generally the next-of-kin or the executor of the Veteran's estate) apply to the Last Post Fund for funeral and burial benefits on behalf of Veterans who meet service eligibility criteria.

Once military service is confirmed, applications are submitted to means testing that assesses the financial status of the Veteran's estate at time of death. If the net worth of the estate is below the established financial level, a grant is approved to assist with funeral and burial expenses, as defined in the Veterans Burial Regulations (VBRs). If a pensioner dies from his/her pensioned condition, a full grant for an allowable amount is approved without means testing. These applications become matter-of-right cases.

In the Canadian Government fiscal year from April 1, 2021 to March 31, 2022, the Last Post Fund processed 953 applications for funeral and burial grants, of which 600 were approved for grants.

Diagram 2: Cases Processed, Cases Approved and Cases Not Approved

These three charts show the numbers of all cases processed, approved and not approved for the Funeral and Burial program for a 5-year period.

TOTAL CASES PROCESSED (APPROVED AND NOT APPROVED) | FIVE-YEAR TREND

Year	2017-18	2018-19	2019-20	2020-21	2021-22
Total cases	2,217	1,902	1,453	1,208	953

CASES APPROVED | FIVE-YEAR TREND

Year	2017-18	2018-19	2019-20	2020-21	2021-22
Standard (Type 1)	78	49	46	59	62
Assisted (Type 2)	994	908	699	585	538
Total approved	1,072	957	745	644	600
Matter-of-right cases (included in Standard Types 1 & 2)	175	162	107	119	121

CASES NOT APPROVED | FIVE-YEAR TREND

Year	2017-18	2018-19	2019-20	2020-21	2021-22
Not approved	1,145	945	708	564	353

DEFINITIONS

Standard, Assisted and Matter-of-Right Services

The Last Post Fund provides three types of funeral and burial services: standard services (Type 1); assisted services (Type 2); and matter-of-right services.

1. **Type 1 (standard)** services are provided when a Veteran's family approaches the Last Post Fund before funeral arrangements have been made. If the deceased Veteran is deemed eligible for benefits, the Last Post Fund will contract directly with the funeral home.
2. **Type 2 (assisted)** services are provided when the Veteran's family contracts for funeral arrangements and an application for financial assistance is submitted afterwards. If the deceased Veteran is deemed eligible for benefits, the Last Post Fund reimburses the family for allowable costs, as set out in the Veterans Burial Regulations (VBRs).
3. **Matter-of-right services** concern disability compensation recipients who die from their service-related condition. In this situation, the Veteran's family will receive a grant up to the maximum amount allowable under the VBRs, and no means-testing is required.



UNMARKED GRAVE PROGRAM

The Last Post Fund initiated the Unmarked Grave Program in 1996 with financial assistance from Veterans Affairs Canada (VAC) to provide markers for Veterans deceased for over five years and lying in unmarked graves. The Last Post Fund receives annual financial support from Veterans Affairs Canada for this program. Applications to mark such graves are made to the Last Post Fund and provision for grave markers under this program is on a “first-approved-first-served” basis.

In fiscal year 2021-2022, 637 markers were paid for and installed under the Unmarked Grave Program.



Mount Pleasant Field of Honour in Swift Current, SK, where temporary wooden crosses are being replaced through the UMG Program, thanks to the work of Swift Current Parks Superintendant Michael Newell, and with the support of the local Legion. Photo courtesy: Glenn Miller.

DND
PROGRAM

In 1999, the Last Post Fund entered into an agreement with the Department of National Defence (DND) to provide grave markers for Canadian Armed Forces members who die while in service. Since 2000, the Last Post Fund assisted the DND in installing 549 grave markers for deceased Canadian Forces members.

In 2021-2022, 11 Canadian Forces markers were installed. The Department of National Defence reimburses the Last Post Fund for this expenditure.

*Warrant Officer David C
Bennett CD, Canadian
Forces headstone.*



INDIGENOUS VETERANS INITIATIVE

** A separate detailed report on the IVI will be provided to members.*

The Indigenous Veterans Initiative (IVI) was inaugurated in March of 2019. Launched as an initiative of the Last Post Fund National Office with the approval of VAC, the Initiative is consistent with the Canadian government's efforts towards advancing reconciliation and renewing the relationship with Indigenous peoples based on the recognition of rights, respect, cooperation and partnership.

This program has two main components:

1. Indigenous Unmarked Graves To provide grave markers to Indigenous Veterans deceased for over 5 years and lying in unmarked graves.
2. Indigenous Traditional Name Marking To add the traditional names of Indigenous Veterans, where requested, to new and existing military grave markers.

Both program components require research and community support from members of Canada's Indigenous communities. The Indigenous Program Coordinator coordinates and oversees the IVI and manages the LPF's partnerships with researchers.

Since the program's inception in March 2019, the IVI program coordinator has established relationships with 26 Indigenous community researchers across Canada. 330 UMG cases have been submitted, of which 165 have been approved to date.

Indigenous Veterans Grave Markers Ordered Since March 2019

Size and colour of marker portrays number of grave markers ordered



Map depicting grave markers placed under the Indigenous Veterans Initiative since 2019.

*"The families are so happy. This is long awaited. One family was told many years ago a grave marker was coming, but it never came. They had to put up their own temporary grave marker. Now they are so happy that it is finally coming."
(Gloria LaPlante, Kawacatoose First Nation researcher with the IVI)*

LOST VETERANS INITIATIVE

On February 1st, 2021, the Last Post Fund launched the Lost Veterans Initiative in order to support the ongoing efforts of current volunteer researchers and to stimulate the recruitment of new volunteers for the UMG Program.

LPF created an information toolkit designed to assist volunteers with their research. In addition, research volunteers are given a t-shirt for their field work in cemeteries that identifies them as a researcher for the Lost Veterans Initiative. A specially branded “Field Notes” newsletter features volunteer researchers and their work as a way of highlighting their contribution, and providing encouragement to other volunteer field researchers.



Cpl Kyle Scott (retired), photo for new retractable banner.

FIELDS OF **HONOUR**

National and Provincial



Gate of Remembrance at the National Field of Honour, Pointe-Claire, Quebec.

LAST POST FUND NATIONAL FIELD OF HONOUR, POINTE-CLAIRE, QC

During the year 2021-2022, a total of 112 burials were conducted, compared to 107 the prior year. The types of burials were as follows:

Casket burials – 34
Urn burials – 58
Columbarium – 20

Since the year of its consecration in 1930, a total of 22,420 burials have taken place at the Last Post Fund National Field of Honour.

In addition to the National Field of Honour in Pointe-Claire, Quebec, Last Post Fund is responsible for the Ontario Field of Honour and the Manitoba Columbarium. As of last year, all of our niches at the Manitoba Columbarium as well as the Nova Scotia Columbarium, which is owned by the Halifax Regional municipality, are filled. Plots are available at the Ontario and Newfoundland Fields of Honour.

ONTARIO FIELD OF HONOUR, MEADOWVALE CEMETERY, BRAMPTON, ON

Located within Section 1 of Meadowvale Cemetery in Brampton, Ontario, the Ontario Field of Honour is located next to the Korean Veterans National Wall of Remembrance. As of March 31, 2022, 58 remaining plots are available to Veterans.

MANITOBA COLUMBARIUM, BROOKSIDE CEMETERY, WINNIPEG, MB

The Last Post Fund Manitoba Columbarium, located within Brookside Cemetery in Winnipeg, is a focal point as one of the oldest military Fields of Honour in Canada. Although all of the niches have been sold, the Last Post Fund continues to assist the City of Winnipeg to arrange opening and closing of niches for Veterans and their family members as well as arranging inscriptions on their niche plates, provided by Larsen's Memorials.

NOVA SCOTIA COLUMBARIUM, FAIRVIEW LAWN CEMETERY, HALIFAX, NS

The niches at the Last Post Fund Nova Scotia Columbarium located within Fairview Lawn Cemetery in Halifax are all filled. Halifax Regional Municipality owns the columbarium.

NEWFOUNDLAND AND LABRADOR, MEMORIAL GARDENS CEMETERY, ST. JOHN'S (GALWAY), NL

The Newfoundland and Labrador Branch recently opened a new Field of Honour. It is located at Memorial Gardens in Southlands near Galway. A beautiful cenotaph highlights the entrance to the cemetery grounds. This cenotaph was donated by Commissionaires Newfoundland and Labrador who are a major financial supporter of our Branch. It is our hope, that with the easing of restrictions, we may be able to conduct official opening ceremonies this August 2022.

Diagram 3: Summary Financial Data

The Last Post Fund received charitable donations from private organizations and the general public in all provinces.

These funds are used to support the Last Post Fund's National Field of Honour, other Fields of Honour across the country, and to finance various commemoration initiatives.

Summary financial highlights for the years ending March 31, 2022 and 2021

	2022	2021
	(unaudited)	(audited)
Total Assets	\$3 401 299	\$3 733 428
Donations	\$211 326	\$118 312
Funeral and Burial Program	\$4 073 466	\$4 204 980
Unmarked Graves Program	\$1 228 865	\$880 110
Administration	\$1 170 720	\$1 314 548
Total Program Expenses	\$6 473 051	\$6 399 638
Administration Percentage	18,1%	20,5%

"We are so grateful that this program exists. Without it, we would not have been able to purchase a gravestone for our dad or pay for the Estate Taxes. Thank you from the deepest parts of our hearts!"

STRATEGIC ACTION PLAN

Governing Council

The Last Post Fund Strategic Action Plan 2021-2024 was approved and adopted by the Governing Council at the 2001 Annual General Meeting. The Action Plan delineates the Last Post Fund's strategic direction for the period and details an action plan for the achievement of its strategic objectives. It is our belief that this Strategic Action Plan will focus our attention on continuing initiatives to increase internal capacity around inclusion and diversity, strengthen our services to current and prospective clients, and assist us to continue to build a healthy, dynamic and innovative organization with strong volunteer engagement strategies. Based on the foregoing, the Last Post Fund will focus its effort on the following 6 objectives:

- Objective 1- Promote Inclusion and Diversity in the overall membership of the Last Post Fund
- Objective 2- Enhanced Volunteer Engagement
- Objective 3- Enhances Communications-Raising Awareness of the Last Post Fund
- Objective 4- Governance/Renewal
- Objective 5- Advocating on behalf of deceased Veterans and their families
- Objective 6- Fundraising

While all objectives are pursued there has been a particular focus on inclusion and diversity. Every person has a unique background and therefore brings a different perspective to a discussion. Having a sound strategy in place for inclusion, one that makes sure underrepresented groups have a voice, is critical to the future success of the Last Post Fund. Current branch membership, as evidenced in recent surveys and roundtable zoom meetings, indicates that we do not always closely resemble the communities we serve. Given the changing demographics in Canada, the Last Post Fund will make every effort to attract members of different gender, racial, ethnic, and cultural backgrounds. In carrying out our mission, The Last Post Fund will act in a manner that respects the dignity and rights of all persons without prejudice as to race, religious beliefs, colour, gender, sexual orientation, gender identity, physical characteristics, disability, marital status, family status, age, ancestry, place of origin, place of residence, socioeconomic background or linguistic background.

At the Last Post Fund, we value diversity and inclusion of ideas and people. We respect the value that diverse life experiences, perspectives, and viewpoints bring to our organization. We are committed to building a diverse Board and strongly encourage applications from historically marginalized, underrepresented, or disadvantaged individuals.

J.G. Lynch

ADVOCACY GOALS

Minister of Veterans Affairs

While we seek to continue alliances with like-minded Veterans' organizations, given that we deliver a government program our advocacy efforts are limited to issues related to our mandate. Two outstanding issues remain, which the Last Post Fund continues to address with the Minister of Veterans Affairs :

1. INDEXATION OF FUNERAL AND BURIAL PROGRAM BENEFITS

In 2016 the Federal budget increased the Estate Spousal Exemption and made provision for it to be indexed on an annual basis for cost-of-living. On the other hand, Budget 2013 increased the Funeral allowance component of the Program with no indexation clause. We believe that the Funeral allowance should receive the same indexation treatment as Estate Spousal Exemption; otherwise the Funeral allowance amount will only erode with time due to unaccounted-for inflation.

2. INCREASE THE FUNERAL AND BURIAL PROGRAM APPLICATION PERIOD

Families of deceased Veterans have one year from date of death to apply for benefits. This limitation is problematic for two reasons:

1. The LPF's greatest ongoing challenge is making Veterans and their families aware of the existence of the Funeral and Burial program. In doing this we become aware of some 50 or more cases per year where families belatedly learn they may well have been eligible for assistance; and
2. Even with knowledge of the Program, some grieving families do not manage to submit an application within the year.

"I appreciate this very much. This is such a help with the expenses of dad's funeral. A little help at a difficult time means everything."

Veterans Affairs Canada Case Projections

Diagram 4: Case Projections

This table below shows Veterans Affairs Canada's projections for Funeral & Burial Program and Unmarked Grave Program cases by fiscal year.

Please note that these are projections only and not actual program numbers.

Fiscal Year	F&B War Time	F&B MDV	Totals for F&B Program	Unmarked Grave Program	Grand Total
2013-14	950	263	1 213	154	1 367
2014-15	814	372	1 186	240	1 426
2015-16	729	445	1 174	344	1 518
2016-17	689	462	1 151	314	1 465
2017-18	590	482	1 072	262	1 334
2018-19	440	560	1 000	225	1 225
2019-20	380	590	970	200	1 170
2020-21	319	592	911	200	1 111
2021-22	196	644	840	150	990
2022-23	112	693	805	150	955

“My brother died without having prepaid funeral arrangements and the Last Post Fund saved me from having a \$4000 bill sitting on my line of credit for a long time. My Counsellor was very helpful and called me both to let me know the application was received, reviewed, and accepted and then again when the cheque was in the mail. I did appreciate being updated as the process moved along, it helped alleviate my stress. The Legion was also very good to my brother, making sure he got new eyeglasses and meals on wheels. I really appreciate the fact that we look after our Veterans, it's important. Thank you.”

ANNUAL COMMEMORATION

Annual Commemorative Ceremonies

Due to the Quebec government health guidelines pertaining to public gatherings, annual commemorative ceremonies at the National Field of Honour were kept to a strict minimum. On Sunday, June 6, 2021, the Last Post Fund Quebec Branch held a shortened, prerecorded ceremony at the National Field of Honour. The only guest was Mr. Sterling Downey, Montreal City Councillor, and Deputy Mayor of Montreal. Below is an excerpt of the homage delivered by Mr. Downey during the filming of the ceremony.

"I want to thank everyone involved in the Last Post Fund and the National field of Honour. It is particularly comforting and touching to know that Veterans and their families can rely on the Last Post Fund if they need help. Their work in providing funeral, burial and gravestones for Veterans lacking funds bestows dignity and so much more upon these heroes, and their families. Through their mission, the LPF follows through with the pledge that we shall always honour those who have served their country. They rest in peace now, because all they have done with resolute courage in service for their country is remembered, never forgotten. Here in this Field of Honour we can continue to express our gratitude, and pay remembrance."



The Past President of the Quebec branch, Brigadier-General (retired) Gaston Côté delivers a speech during the "virtual" commemorative ceremony on June 6, 2021. Sitting to his right, the City Councillor and Acting Mayor of the City of Montreal, Mr. Sterling Downey.

For Remembrance Day, we were once again unable to gather for an in-person ceremony due to ongoing COVID restrictions, we produced a video to commemorate Veterans and their loved ones buried there. We thank Lieutenant-Colonel Michel Crowe, CD (Retired), President of the LPF Quebec Branch, Major Richard Gratton (Retired) as well as Justine McIntyre for their participation.



Lieutenant-Colonel Michel Crowe, CD (retired), President of the LPF Quebec Branch during the Remembrance Day ceremony on Thursday, November 11, 2021.



Flag at half mast on site of the National Field of Honour during the Remembrance Day of November 11th, 2021.

OTHER EVENTS

JASON CARTER, INDIGENOUS SYMBOLS

The Last Post Fund worked with Cree artist Jason Carter on the production of a series of symbols to be inscribed on tombstones placed through the Last Post Fund Indigenous Veterans Initiative (IVI). Carter is one of Canada's most exciting and accomplished contemporary Indigenous visual artists, celebrated for both his paintings and his carvings.

Offering Indigenous Veteran's families a choice of symbols allows us to provide a culturally respectful Initiative that is consistent with the Canadian government's efforts towards advancing reconciliation and renewing the relationship with Indigenous peoples. While families have the choice of requesting their own culturally relevant symbol, they often ask us to provide them with designs that they can choose from. Jason Carter provide the LPF with seven designs that can be used in perpetuity.

The seven designs are a visual representation of the Seven Sacred Teachings, also known as the Seven Grandfather Teachings. Each teaching has a symbolic figure associated with it, which will serve as inspiration for the symbols created for the tombstones.

The Seven Sacred Teaching Symbols.



Example of a tombstone with inscribed symbol.



Jason Carter, Cree artist.



DONATION: HMCS DONNAACONA

NCSM Donnacona / HMCS Donnacona donate a cheque of \$1,800 to support the Last Post Fund mission to commemorate Veterans. The Last Post Fund was chosen by popular vote by their members as the recipient of the funds collected over the course of the year. Knowing that we've earned the esteem of members of HMCS Donnacona makes the donation all the more meaningful. We extend a sincere and heartfelt thanks to all those who contributed.



Photo: A/SLt Fadi Khalil, HMCS /NCSM Donnacona

From left to right : M. Edouard Pahud, Executive Director, Lcdr Nicolas Groulx, NCSM/HMCS Donnacona; Lcol Michel Crowe, CD (Retired), LPF Quebec Branch President.

93RD ANNUAL GENERAL ASSEMBLY OF THE MÉTIS NATION IN ALBERTA

The Alberta Branch of the Last Post fund was pleased to accept an invitation by the President of the Métis Veterans Association, Charles Isaacs, to attend the 93rd Annual General Assembly of the Métis Nation in Alberta, at Métis Crossing, Cultural Heritage Gathering Centre, in Smoky Lake, Alberta. The 2021 General Assembly had as its theme “Honouring our Métis Veterans” Bearing witness to the event were some thirty Veterans, twenty Naval Reserve personnel from HMS Nonsuch, and several hundred spectators. The Alberta Branch President Major Anthony R. Jewells, CD (Retired) was in attendance representing the Last Post Fund. The Last Post Fund is honoured to play a role in commemorating the service of First Nations, Inuit and Métis Veterans through the Indigenous Veterans Initiative. Attending events such as this dedication is part of the ongoing reconciliation process, of which we are honoured to be a part.

*Métis warrior monument
dedication ceremony,
Métis Crossing, Cultural
Heritage Gathering
Centre*



COMMUNICATIONS ACTIVITIES

Publications

Several feature articles as well as news interviews on the Last Post Fund were published in 2021-22. Some articles were published as “sponsored content”, where publications granted space for an informational article upon purchase of advertising space.

Television Interview

Television Interview during the 2021 Veterans Week.
11/09/2021 [Veterans Week](#)

Derek Sullivan, Last Post Fund President, during an interview throughout Veterans Week (November 5, 2021 to November 11, 2021).



Print Advertising

Below is a list of print advertising spots for 2021-2022:

Magazines (full, ½-page and ¼-page ads): Canadian Funeral News, Esprit de Corps, Journal de Montréal, (special insert on funeral services), First Nations Drum, Say Magazine and Legion Magazine (English and French).

Canadian Funeral News, First Nations Drum, Say Magazine and the Journal de Montréal additionally offered space for an editorial article on the LPF. Canadian Funeral News being an industry magazine, the articles submitted were on unclaimed urns and a general article on the Funeral and Burial program. First Nations Drum and Say Magazine being geared towards Indigenous communities, those editorial articles focused on the IVI, and the Journal de Montréal article was a brief description of LPF services, geared towards the general public.

Community Newsletters: Saskatchewan Genealogical Society, ¼-page ad accompanied by an article on Fields of Honour and the Lost Veterans Initiative, featuring an interview with Col (Retired) Randy Brooks.

Royal Canadian Legion Military Service Recognition Book: A half-page ad appeared in the RCL Military Service Recognition Book for each of the 9 provincial branches.

**ARE YOU ASKING THE QUESTION...
DID THEY SERVE?**

The Last Post Fund's mission is to ensure that no Veteran is denied a dignified funeral and burial as well as a military gravestone due to insufficient funds at time of death.

02532 PRIVATE
MCDUFF LAMB
C-A-M-C-C-E-F
15TH JAN 1932

24006 SERGEANT
ALFRED HARRIMAN
13TH BATTN - C-E-F
16TH MAY 1932

281349 CORP
JOHN VAN E
C-E-F-C-E-F
10TH MAY 1932

Contact the Last Post Fund today to find out more about our Funeral & Burial program, offering up to \$7,376* in assistance for funeral services for eligible Veterans

*Certain conditions apply.

LAST POST FUND
FONDS DU SOUVENIR

Contact our Counsellors for assistance | 1-800-465-7113 | info@lastpost.ca

This print ad. appeared in the Canadian Funeral News in the April, 2022 edition.

These print ads (submitted in March 2021) appeared in the May 2021 issue of the Legion Magazine in both English and French.



We Will Remember Them.

The Field of Honour in Kindersley, SK is currently replacing its temporary wooden crosses with permanent headstones, thanks to the Last Post Fund. Does your Field of Honour have temporary crosses or unmarked graves? Contact the Last Post Fund to find out more about the Lost Veterans Initiative.

Last Post Fund | Fonds du Souvenir 1-800-465-7113 / info@lastpost.ca



Nous nous souviendrons d'eux.

Le champ d'honneur à Kindersley, SK remplace ses croix temporaires en bois par des pierres tombales permanentes, grâce au Fonds du Souvenir. Communiquez avec le Fonds du Souvenir pour savoir comment l'Initiative pour Vétérans oubliés peut venir en aide.

Last Post Fund | Fonds du Souvenir 1-800-465-7113 / info@lastpost.ca



E-Newsletter

Since 2018 The Bugler has been replaced by the electronic newsletter format. The e-newsletter is an effective communication tool, allowing LPF to communicate frequently with members on a variety of topics in a concise format. The newsletter is sent out electronically via Constant Contact, an emailing service, to the inboxes of Last Post Fund members as well as to our mailing list of supporters. Besides the frequently updated members list, other mailing lists are divided into various categories: General Interest, Legion Branches, Military Journals, etc.

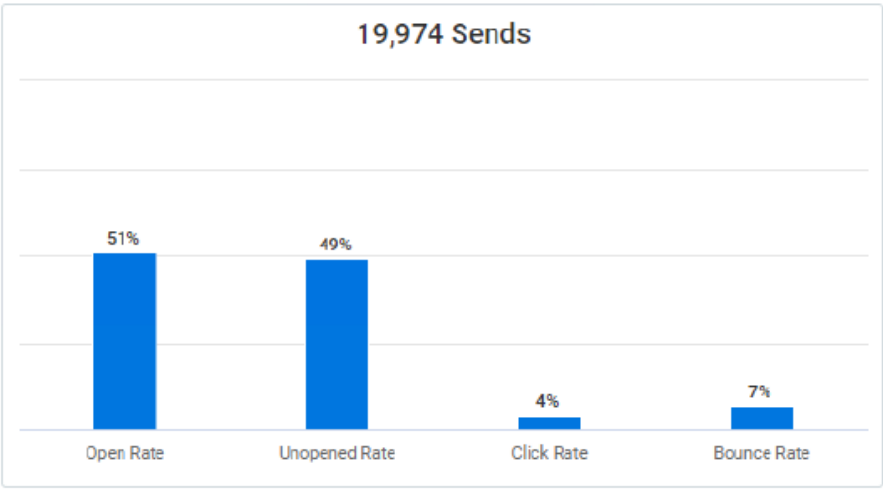
The newsletter is a useful communication tool for providing updates on our activities and sharing news from our Branches. Newsletters are sent out as occasions arise, to commemorate important historical military events, or as relevant news items are brought to our attention, at an average frequency of 1.4 publications per week.

Our current open rate for the e-newsletter is 51%. While this is higher than the industry average (22%), it is low for a newsletter to which recipients have subscribed. This may point to overly active spam filters causing our emails to be redirected to “promotions” or “spam” folders, where they remain ignored by subscribers.

The low click rate (4%) is due to the fact that not all of our correspondence includes links.

Diagram 5: Constant Contact Open, Click and Bounce Rates

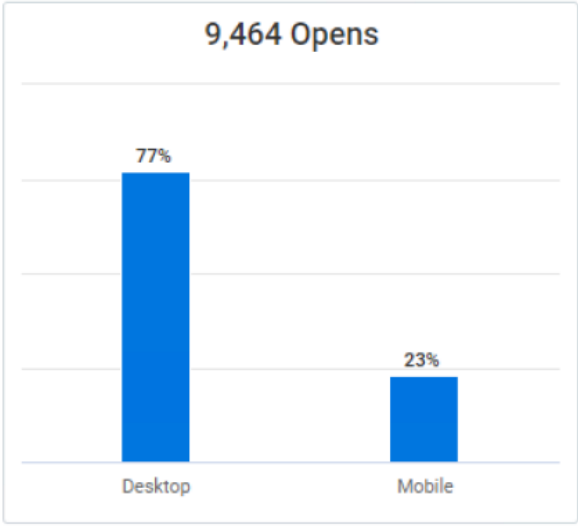
This table shows the rates in percentage of e-newsletters opened, unopened, clicks and bounces for a total of 19,974 emails sent.



The number of opens on desktop computers (77%) vs. mobile phones (23%) shows an increase use of desktop computers to read emails, with a stable mobile usage (vs 23% last year) and a complete disappearance of the use of tablets (vs 5% last year).

Diagram 6: Constant Contact Device Used

This table shows which devices, by percentage are being used to access emails sent via Constant Contact, out of a total of 9,464 opened.



WEBSITE & **SOCIAL MEDIA**

Online Presence

The Last Post Fund website and social media accounts are an integral part of the communication strategy. Together, they make up our online presence, amplified by online news stories, and publications about the LPF.

Last Post Fund social media goals are:

1. To raise awareness of our programs to both general and targeted audiences,
2. To increase applicant traffic to the LPF website,
3. To facilitate donations to LPF.

Facebook

Facebook remains an effective method for reaching a large audience. As of March 31, 2022, the Last Post Fund Facebook page @lastpostfund had 2,051 follows, a decrease of 1.46 % over 2021-2022. Although this percentage is not high, this decrease could be explained by the fact that the pandemic has slowed down some of the LPF's in-person activities, which were shared on social most of the time.

Last Post Fund uses Facebook to keep our followers engaged, publishing stories about our activities, and sharing stories directly related to our audience i.e. those involving Canadian Veterans, with particular attention to maintaining the dignified tone and appropriate content of our publications. While this approach is not aimed at generating the highest click rates, that is not our goal; rather it is to maintain an active online presence as part of our larger goal of making Veterans aware of our services. Care is taken to create bilingual posts; where articles are shared, a brief summary in both official languages is included in the description.

Reach

Last Post Fund does not use any funds to promote posts on Facebook, relying on “organic” reach.

Diagram 7: Facebook audience reach

This table shows the total reach of the various posts to the LPF Facebook page from April 1, 2021- March 31, 2022.

The large spike in November is attributable to Remembrance Day on November 11th, 2021. The Last Post Fund shared 6 different posts on that day, related to the Remembrance Day, including a live streaming video and a YouTube video. In total, all these posts reached approx. 1, 967 Facebook users.



Over the course of the 2021-22 period, various social media posts generated more interest than others. The top 3 posts were as follows:

1 - Pictures of students employed under the 2021 Canada Summer Jobs Program working last summer with the Unmarked Graves Program (July 20th, 2021):

This post reached over 2, 988 persons, generated 196 reactions, which include 15 shares and 9 comments.

2 - Post on financial Assistance for funeral and burial services (January 13th, 2021):

This post reached over 2, 285 persons, generated 113 reactions, which include 20 shares and 16 comments.

3 - Post on National Indigenous Language Day (March 31st, 2021):

This post reached over 2, 219 persons, generated 142 reactions, which include 14 shares and 10 comments.

Facebook picture of students employed under the 2021 Canada Summer Jobs Program.



LPF's Twitter profile.



Twitter, YouTube, LinkedIn

Twitter is used to share timely news items as Twitter posts are more time-sensitive and ephemeral than posts on other social media platforms. The objective is to generate impressions and post shares so that we remain visible to our followers on this platform, amplifying our presence elsewhere. As of March 31st, 2022 the @LastPostFund Twitter account had 1,293 followers.

The LPF YouTube channel has 24 subscribers, up from 3 in 2021-2022. The channel features 19 professionally produced videos. We continue to use these high-quality videos to promote our activities as well as to explain our mission through social media as well as on the Last Post Fund website.

Since 2017, Last Post Fund has a corporate profile on LinkedIn, a professional networking website. Professional accomplishments are published to this page; for example, articles mentioning the Last Post Fund and news relating to our members or activities. As of March 31st, 2022, the Last Post Fund LinkedIn account has 58 subscribers.

Throughout this report, we feature quotes from our client survey. The comfort that we bring to families of Veterans across Canada to whom the LPF extends a helping hand, and the knowledge that we have honourably commemorated our Veterans is our motivation to continue our work, and our true reward.

"This is a wonderful program to help lift some of the financial burden for the spouse of a Veteran during a very difficult time. Thank you."

POST-PANDEMIC **A LOOK TO THE FUTURE**

Closing Remarks from Edouard Pahud, Executive Director

As an organization, we were able to appropriately respond to pandemic issue; nice to see them all in our rear-view mirror. The employees and contractuals are a cohesive and efficient team using today's technologies to better communicate and operate. We are as lean as we can regarding staffing and operational costs. We now have a single small office and use the internet as the backbone of our cloud-based systems.

The Unmarked Graves Program/Lost Veterans Initiative applications now exceed those of the Funeral and Burial Program. We will continue to promote the Lost Veterans Initiative to Genealogical and Historical Societies at provincial and local levels with an attempt to recruit Volunteer Researchers from these organizations, expanding our feet on the ground in cemeteries from coast to coast.

With regards to our Funeral and Burial Program, we will continue to work with the Royal Canadian Legion, doing presentations to Service Officers at all levels (National, Provincial and Branches). And as a new initiative, we are looking at placing online advertising on the Legion Magazine and Canadian Military Family websites. Other promotional activities done before the pandemic, such as attending conferences and tradeshow, will resume with local branch members staffing the booths.

“At this time, when losing my husband after 30 years, this program has made me feel so much better about honoring his nearly 3 decades of service properly. Thank you!”

2021-2022 ANNUAL ACTIVITY REPORT

Prepared By:
Edouard Pahud, CPA, CA, Executive Director
Audrey Steren Lenoir, Communications Advisor
Natalie Escaler, Administrative Assistant
Maria Trujillo, IVI Project Coordinator

***Invitation to submit:** We like to use photos submitted by our members for this AAR, please send in your best photos to Audrey throughout the year with a small description of each.

***Invitation à soumettre :** Nous aimons utiliser les photos soumises par nos membres pour ce rapport annuel, veuillez envoyer vos meilleures photos à Audrey tout au long de l'année avec une petite description de chacune. *



LAST POST FUND
FONDS DU SOUVENIR

Annual Activity Report 2021-2022
Prepared by Last Post Fund | Fonds du Souvenir National Office
#330 – 6600 Trans-Canada Hwy Pointe-Claire, QC H9R 4S2
(514) 695-4897
www.lastpostfund.ca

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.