



LAST POST FUND  
FONDS DU SOUVENIR

# Annual Activity Report

1 APRIL 2018 - 31 MARCH 2019

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## Message from our National President

*“To honour and protect in death seems but a small return to those who have protected their country in life.”*

**- Arthur Hair,  
Founder of Last Post Fund**



It is my honour to provide my first message as Last Post Fund National President. As the first year of my term comes to a close I am reminded of the excellent work being undertaken by many of our members from across the country. The details set out in this Annual Activity Report bear witness to the good work being undertaken every day to achieve the aim of the LPF: to ensure that no veteran is denied a dignified funeral and burial by reason of a lack of funds.

You will also see in the Report that the LPF is actively engaged in other important areas in furtherance of our mandate generally. These include being the “eyes and ears on the ground” to identify unmarked veteran graves and those whose markers are in need of repair, participating in ceremonies across the country which honour the sacrifices made by our forebears, and operating the National Field of Honour in Pointe Claire, Quebec as well as numerous local provincial Veteran’s Fields of Honour. This work helps to keep alive the important role of our Veterans in safeguarding and contributing to the development of our nation. Without our members, much of this important work would be left undone.

Finally, I would like to pass on my gratitude, and the gratitude of the members of the Governing Council and the Executive Committee, to our full-time staff, who work under the supervision of our Executive Director, Edouard Pahud. They work hard to assist Canadians from across the country during what is for many the most stressful time of their lives: burying a loved one. The professionalism of our staff is reflected in the many notes and letters of thanks they receive regularly. They make me proud of the LPF every day.

A handwritten signature in black ink, appearing to read 'Raymond Mikkola'.

LCol Raymond Mikkola (Retired)

National President

## Executive Summary

After 109 years of dedicated service to traditional Veterans, the LPF reached a new tipping point: in 2019 the Fund approved more Modern Day Veteran (MDV) cases than those from what we now term traditional Veterans. The impact of this crossing of tendencies - the gradual decline of traditional Veterans vs. the increase in MDV cases - has been significant in many areas, primarily operational and program awareness.



Due to our long-running net decline in cases approved, operational reviews, once a biennial exercise, are now regular and ongoing. The objective of this rightsizing exercise is to ensure that staffing levels are commensurate with workload activity. In this current fiscal period actions were taken to reduce infrastructure and personnel costs which are permanent in nature.

In an effort to raise awareness of our core Funeral and Burial Program among all Veterans, their families and the public at large, a rebranding of the Fund's often used banners and kiosks was undertaken. The image chosen to display on these marketing tools features a kneeling female soldier; this image was specifically chosen for its inclusiveness of women, diverse origins and younger ages, as a reflection of the changing face of MDV. It has strong emotional appeal as confirmed in recent conferences and events attended by Last Post Fund members displaying the banner or kiosk.

At the start of 2019, Last Post Fund launched an all-new Indigenous Program that falls under the banner of the existing Unmarked Grave Program. A new Program coordinator was hired to oversee this program, whose aim is to reach out to Indigenous Veterans and their communities in the spirit of Reconciliation.

The LPF Unmarked Grave Program is significantly impacted in a positive manner by the Mountain View Project in Vancouver British Columbia. The majority of the marker orders have been placed with the local monument company who is making extra efforts to deliver the large number of outstanding orders.

The emphasis for the coming year is on awareness initiatives which include upgrades to our website, expanding the nature and coverage of the popular news releases, as well as a general re-orientation of our program message and offering to embrace the evolving reality of modern military service men and women.

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.

A handwritten signature in black ink, appearing to read 'E. Pahud'.

Edouard Pahud, CPA, CA

Executive Director

## Last Post Fund Governing Council Members

Pursuant to the Last Post Fund General By-laws, the following Directors were duly elected as Last Post Fund Governing Council Members for the period of 2018-2019.



### First row, left to right:

Capt(N) Peter Langlais, Honorary President; Col Douglas Briscoe (Retired), Vice-President, West; LCol Raymond Mikkola (Retired), National President; RAdm Barry Keeler (Retired), Past President; Mr. Derek Sullivan, Vice-President, East; Capt Ike Hall (Retired), Treasurer; MGen Edward S. Fitch (Retired), Past-Past President

### Second row, left to right:

Lt Don Newell (Retired), President Newfoundland-Labrador; Mr. Edouard Pahud, Executive Director; Mr. Col Randy Brooks (Retired), President Saskatchewan; LCol Michel Crowe (Retired), President National Field of Honour; Maj. Gino Simeoni (Retired), President British Columbia; Ms. Trudy Burke, Director Commemoration Operations (VAC); Mr. Alex Ilchenko, Honorary Solicitor; Maj. Robert Vincent, President Manitoba; Capt. Paul Gallinger (Retired), President New-Brunswick/PEI; BGen Gaston Côté, President Québec; Major Anthony R. Jewells CD (Retired), Vice President Alberta; Col Gilbert Taylor (Retired), Secretary; Mr. Robert Carter Vice President, Nova-Scotia

**Absent from photo:** LCol Hans Brink, (Retired) President Alberta; MWO Paul O'Boyle (Retired), President Nova Scotia

## Introduction

This annual activity report provides a record of Last Post Fund activities for fiscal year 1 April 2018 to 31 March 2019.

## The Last Post Fund, Then and Now

In December 1908, a homeless man found unconscious was taken to the Montreal General Hospital. The Head Orderly Arthur Hair, himself a Veteran of the South African War, found an envelope in the poor man's coat pocket, his only worldly possession. Issued by Britain's War Office, it contained an honourable discharge certificate for Trooper James Daly who had served the Empire for 21 years. This certificate was his sole possession. Suffering from hypothermia and malnutrition, Daly died a few days later at age 53. In the absence of any friend or family member to claim his remains, his body was to be delivered to the morgue.



Instead, Hair raised the money to provide the soldier with a dignified funeral and burial in the Notre-Dame-des-Neiges cemetery on Mount-Royal. His act of charity is the founding event of the Last Post Fund in Montreal on 19 April 1909. The Fund's Trustees then launched a crusade to ensure that no other soldier would suffer 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.

## Mission and Activities

The mission of the Last Post Fund, a non-profit national organization, is to ensure that no financially-challenged Veteran is ever to be deprived of a dignified funeral, burial and headstone.

Created 110 years ago, the Last Post Fund has since arranged funerals and, where necessary, burial and grave markers for more than 150,000 Veterans from Canada, Britain, Scotland, Ireland, Australia, Belgium, France, Poland, South Africa and other allied countries.

In addition to delivering the Funeral and Burial Program on behalf of Veterans Affairs Canada, the Last Post Fund supports other initiatives aimed at keeping alive the memory of Canadian Veterans. These include the Last Post Fund's own military cemetery, the National Field of Honour in Pointe-Claire,

Québec where more than 22,000 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 our nation. 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, Québec.

Other activities include the Unmarked Graves 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 **5,908** Veterans have been properly marked across the country, for a total expenditure of **\$4,2M**. A newly introduced Indigenous program focuses specifically on Indigenous Veterans in an effort to provide grave markers to those who lie in unmarked graves as well as to update existing markers by the addition of the Indigenous Veteran's traditional name.

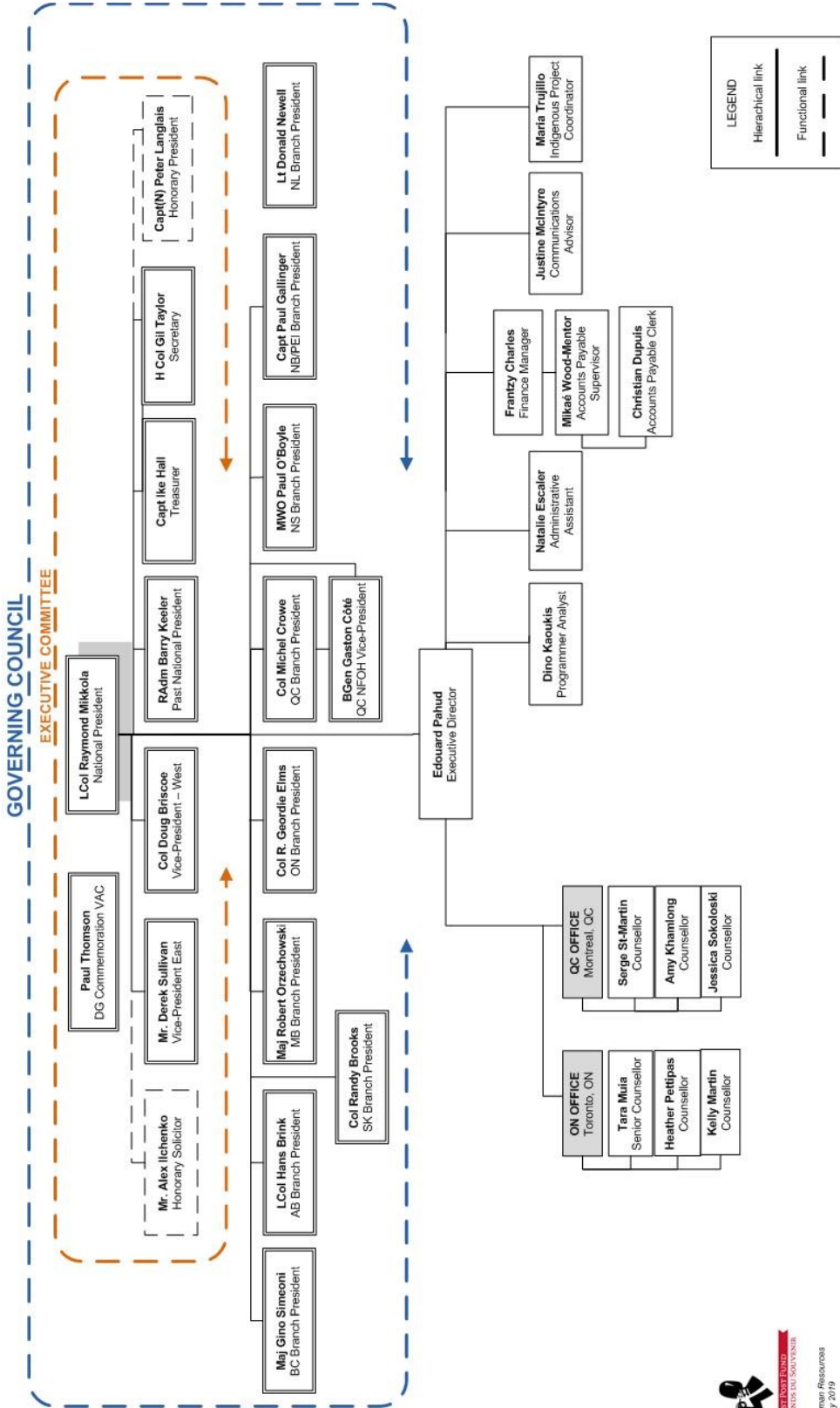
Finally, the Last Post Fund also works in conjunction with the Department of National Defence to provide headstones, markers or memorials for eligible Canadian Forces members who die while in service. To date, 527 such memorials have been provided through the action of the Last Post Fund.

## The Organization

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 Montreal, Québec.

# Organizational Chart 2019





## Funeral and Burial Program Operations

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 the military service is confirmed, applications are based on a *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 1 April 2018 to 31 March 2019, the Last Post Fund processed 1,902 applications for funeral and burial grants, of which 957 were approved for grants.

### 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.

Type 1 (standard) services are provided when a family approaches the Last Post Fund before firm funeral arrangements have been made. In this case, the Last Post Fund will contract directly with the funeral home.

Type 2 (assisted) services are provided when the Veteran's family first contracts for funeral arrangements and an application for a grant is submitted later. In this case, if the Veteran is deemed eligible for benefits, the Last Post Fund reimburses the family for allowable (not necessarily all) costs as set out in the *Veterans Burial Regulations* (VBRs).

Matter-of-right services concern disability compensation recipients who die from their service-related condition. In this situation, the family will receive a grant up to the maximum amount allowable under the VBRs and no means-testing is applicable.

The following tables are a summary of cases processed by the Last Post Fund in fiscal year 2018-2019 as well as showing a five-year trend for cases processed, approved and not approved.

### TOTAL PROGRAM ACTIVITY FOR FISCAL YEAR 2018-2019

	Cases Approved	Cases Not Approved	MOR*	Total Cases Processed	Payments Disbursed
<b>Totals</b>	957	945	162	1,902	\$6,126,164

\* Matter of Right cases are included in Approved Cases.

## Funeral & Burial Program, 5-year Trend

### AMOUNTS DISBURSED FOR CASES APPROVED | FIVE-YEAR TREND

Year	2014-15	2015-16	2016-17	2017-18	<b>2018-19</b>
Total	\$7,338,605	\$7,671,565	\$7,693,639	\$7,632,040	\$6,126,164

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

Year	2014-15	2015-16	2016-17	2017-18	<b>2018-19</b>
Total cases	2,351	2,239	1,945	2,217	1,902

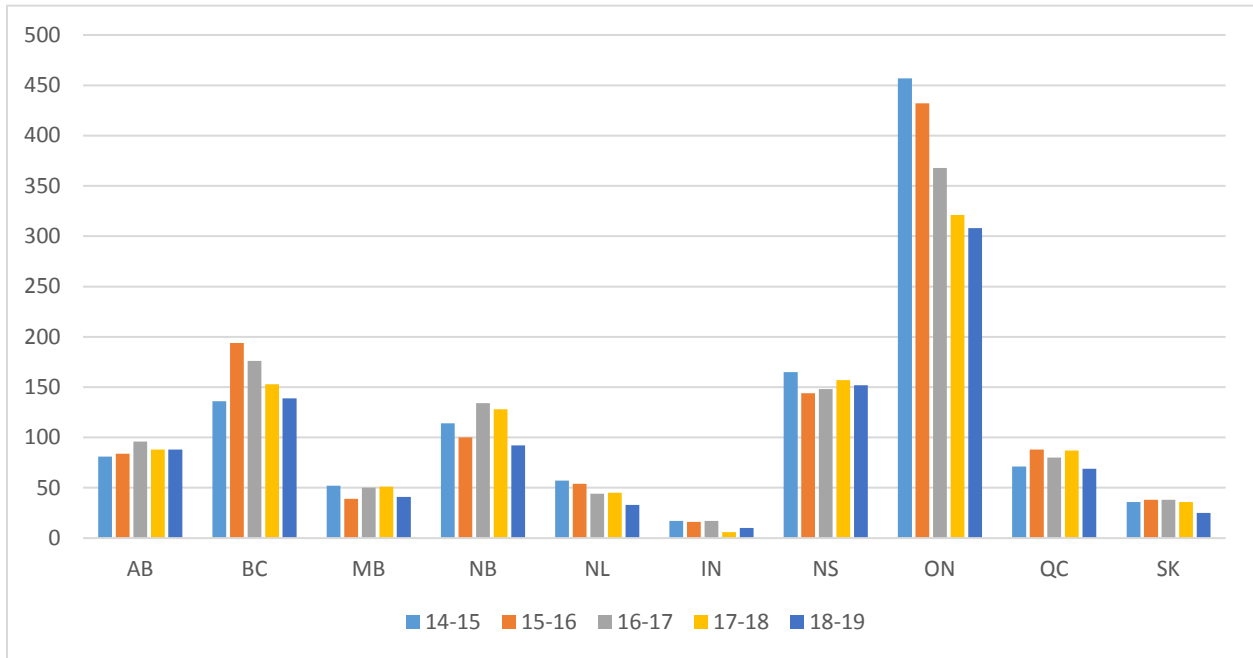
### CASES APPROVED | FIVE-YEAR TREND

Year	2014-15	2015-16	2016 -17	2017-18	<b>2018-19</b>
Standard (Type 1)	191	204	184	78	49
Assisted (Type 2)	995	970	967	994	908
<b>Total approved</b>	<b>1,186</b>	<b>1,174</b>	<b>1,151</b>	<b>1,072</b>	<b>957</b>
Matter-of-right cases (included in Standard Types 1 & 2)	108	188	161	175	162

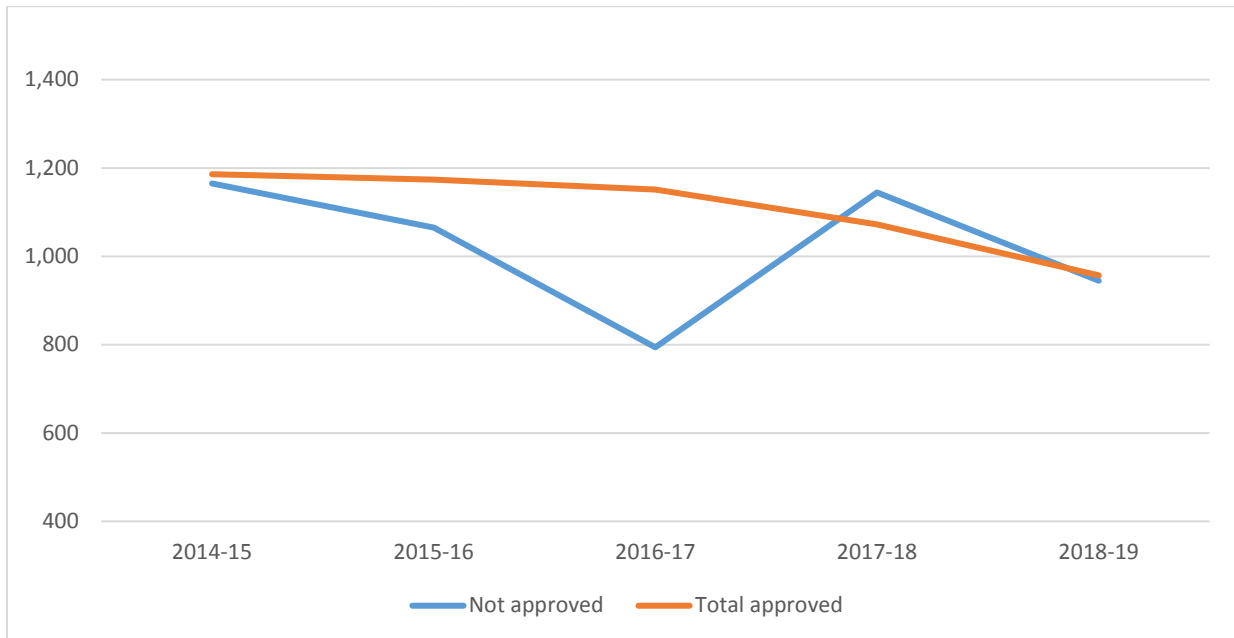
### CASES NOT APPROVED | FIVE-YEAR TREND

Year	2014-15	2015-16	2016-17	2017-18	<b>2018-19</b>
Not approved	1,165	1,065	794	1,145	945

APPROVED FUNERAL AND BURIAL PROGRAM CASES PER PROVINCE OVER 5-YEAR PERIOD



CASE ACTIVITY OVER THE LAST FIVE (5) YEARS



## Program Changes

As a result of the 2009 evaluation of the Funeral and Burial Program and reports published by the Veterans Ombudsman and House of Commons Standing Committee on Veterans Affairs, the Program has seen a number of changes over the past five years:

- The amount of eligible funeral and burial expenses increased from \$3,600 to \$7,386; **613** Approved cases in Fiscal Year 2018-2019 benefited from this increase.
- Spousal Estate Exemption amount increased from \$12,015 to \$35,738; the table below shows the impacts of the Spousal Estate Exemption increase.

<b>Impacts of changes in Estate Exemption</b>	
<b><u>Fiscal Year 2017-2018</u></b>	<b><u>Fiscal Year 2018-2019</u></b>
Approved cases = 116	Approved cases = 153
Cases that received a higher amount =48	Cases that received a higher amount = 51
Total new funds = \$862,119	Total amount of funds spent = \$ 1,099,262

## Modern-Day Veterans

A total of **502** modern-day Veterans qualified for funeral and burial assistance in accordance with the *VBR*. Included are **177** newly admissible modern-day Veterans under the new regulations.

<b>Accepted MDV with No Disability Compensation - Means Tested</b>					
Year	2014-15	2015-16	2016-17	2017-18	<b>2018-19</b>
Total cases	174	186	169	148	177

## Disability Compensation Cases

Of the **162** matter-of-right cases that were administered by the Last Post Fund in fiscal year 2018-2019, **50** were wartime Veterans and **112** were Veterans who joined post Korea (Modern-day Veterans or MDV).

## Recoveries

For Standard (Type 1) cases: if after the funeral and burial services have been paid by the Last Post Fund, it is found that the financial insufficiency of the eligible Veteran's estate (and that of the surviving spouse) exceeds financial eligibility criteria, the Last Post Fund will seek to be reimbursed in whole or in part.

Unrecovered cases and amounts are reported quarterly to Veterans Affairs Canada and written off in accordance with Treasury Board policies and procedures.

## Allied Veterans

Starting in January 2010, changes to the *War Veterans Allowance Act* provide low-income Allied Veterans of the Second World War and the Korean War with access to the War Veterans Allowance and associated assistance and health benefits.

To qualify for these benefits, low-income Allied Veterans must:

- Have served with Allied Forces in the Second World War or Korean War; AND
- Have lived in Canada for at least 10 years; OR
- Lived in Canada prior to enlisting; AND
- Live in Canada at the time of death.

For the fiscal year 2018-2019, the Last Post Fund approved **48** Allied Veterans cases.

## Unmarked Grave Program

The Last Post Fund initiated the Unmarked Grave Program in 1996 with financial assistance from Veterans Affairs Canada 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 2018-2019, **685** markers were paid for and installed under the Unmarked Grave Program.

Since 1996, **\$4.2M** has been spent on the Program.

### *New in 2019:* Indigenous Unmarked Grave Program



New in 2019 is the Indigenous Unmarked Grave Program, an initiative of the Last Post Fund National Office that 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<sup>1</sup>. This program has two components:

- **Indigenous Unmarked Graves** To provide grave markers to Indigenous Veterans deceased for over 5 years and lying in unmarked graves.
- **Indigenous Traditional Name Marking** To add traditional names of Indigenous Veterans to existing military grave markers.

Both of these program components require research and community support from members of Canada’s Indigenous communities. With a Master’s Degree in community planning and a professional background working with Indigenous communities, Ms. Maria Trujillo was hired by the National Office as Indigenous Program Coordinator specifically to coordinate and oversee the Indigenous Program.

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<sup>1</sup> Government of Canada website on Reconciliation:  
<https://www.rcaanc-cirnac.gc.ca/eng/1400782178444/1529183710887>

## Grave Markers

In fiscal year 2018-2019, the Last Post Fund installed 1,150 grave markers through regional grave marker suppliers as follows:

Veterans Affairs Canada Funeral and Burial Program*	459
Last Post Fund Unmarked Grave Program	<b>685</b>
Department of National Defence Marker Program	6

\*including markers installed privately by families.

As part of the Funeral and Burial Program, Veterans Affairs Canada provided **\$436,588**

As part of the Unmarked Grave Program, Veterans Affairs Canada provided **\$616,438**.

## Canadian Forces Grave Markers

In 1999, the Last Post Fund entered into an agreement with the Canadian Forces to provide grave markers for military members who died while still serving. Since 2000, the Last Post Fund assisted the Canadian Forces in installing close to 525 grave markers for deceased Canadian Forces members. In 2018-2019, **6** Canadian Forces markers were installed. The Department of National Defence reimburses the Last Post Fund for this expenditure.

## Fields of Honour

In addition to the National Field of Honour in Pointe-Claire, 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.



**Photo:** Aerial view of the National Field of Honour, Pointe-Claire, Québec.

### [LAST POST FUND NATIONAL FIELD OF HONOUR, POINTE-CLAIRE QC](#)

During the year 2018-2019, a total of **195** burials were conducted, compared to **216** the prior year. The types of burials were as follows:

Casket burials – **61**

Urn burials – **106**

Columbarium – **28**

Since the year of its consecration in 1930, a total of **22,043** burials have taken place at the Last Post Fund National Field of Honour. The Quebec Branch raised **\$36,230.17** in donations for Last Post Fund's National Field of Honour in 2018-2019.



#### ONTARIO FIELD OF HONOUR, MEADOWVALE CEMETERY, BRAMPTON, ONTARIO

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 31 March 2019, 69 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, NOVA SCOTIA

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.

#### FIELD OF HONOUR IN MEMORIAL GARDENS, SOUTHLANDS, ST. JOHNS, NEWFOUNDLAND

The Field of Honour within the Memorial Gardens, inaugurated in the spring 2017, has 500 single-depth burial plots available. These plots will go on sale once all available plots are sold at Mount Pleasant cemetery's Field of Honour. There are currently 10 grave plots and 40 urn spaces available at Mount Pleasant.

## Advocacy Goals

The Government of Canada has made significant changes to the benefits and eligibility in the VAC F&P program. While we seek to continue alliances with like-minded veterans' organizations, given that we deliver a government program our advocacy efforts will be limited to issues related to our mandate. In Charlottetown PEI on September 27, 2018, the Last Post Fund Executive Committee met with Deputy Minister of VAC General (Retired) Walt Natynczyk in order to further address the following two outstanding issues:

### 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.

Last Post Fund recommends increasing the application period to three years. A more compassionate approach may see the elimination of a time limit altogether.

## Veterans Affairs Canada case projections

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

	F&B War Time	F&B MDV	Totals for F&B Program	Unmarked Grave Program	Grand Total
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

## Finance and Fundraising

### Summary financial highlights for the years ending March 31, 2019 and 2018

	2019	2018
Total Assets	\$3,341,075.00	\$3,380,559.00
Donations	\$104,783	\$135,291
Funeral and Burial Program	\$6,166,121	\$7,633,053
Unmarked Graves Program	\$672,539	\$386,287
Administration	\$1,776,410	\$1,809,123
Total Program Expenses	\$8,615,070	\$9,828,463
Administration Percentage	20.6%	18.4%
<b>Sources of donations</b>		
Royal Canadian Legion	\$8,950	\$39,225
CanadaHelps.org - Online	\$13,013	\$5,818
Bequests	\$0	\$5,000
Other	\$82,820	\$85,248
Total Donations	\$104,783	\$135,291

The Last Post Fund received charitable donations from private organizations and the general public in all provinces (except Québec where donated funds are allocated to the National Field of Honour). These funds are used to support the Last Post Fund's National Field of Honour, other fields of honour across the country, and also to finance various commemoration initiatives.

A major change in our donations amount is due to a marked decrease in donations from the Royal Canadian Legion. Last Post Fund continues to maintain our good relations with the RCL, including supporting them through advertising in their publications. We hope that they will change their donation policy to allow them to continue to contribute to our Fund to the level they have in the past.

## Annual Commemorative Ceremonies

SATURDAY, 2 JUNE 2018

A ceremony to honour the memory of sailors of the Royal Canadian Navy and the Canadian Merchant Navy was held at the Clock tower in Montreal, Quebec. The Guest of Honour for the occasion was Commodore J.A.S. Page, OMM, CD, Director General Maritime Equipment Program Management.



SUNDAY, 3 JUNE 2018, 11:00 A.M.

The annual commemorative ceremony at the Notre-Dame-des-Neiges cemetery took place at the Field of Honour on Sunday morning, June 3rd. Following the ceremony, the guests had ample time to admire the monument erected in memory of Trooper Daly. Brigadier General Gaston Côté (Retired), President of the Quebec Branch of the Last Post Fund, presided over the ceremony.



SUNDAY, 3 JUNE 2018, 2:00 P.M.

The Honourable Ms. Sherry Romanado, Member of Parliament for Longueuil – Charles-LeMoyne was Guest of Honour for the Annual Commemorative Ceremony at the Last Post Fund's National Field of Honour. Since January 2017, Hon. Ms. Romanado had served as Parliamentary Secretary to the Minister of Veterans Affairs and Associate Minister of National Defence.



## Events

Below is a table detailing Industry Events coordinated by the National Office in 2018-2019.

### EVENTS 2018-2019

April 26-28 2018	Alberta Funeral Service Association	Red Deer, AB
May 1-3 2018	British Columbia Funeral Association	Richmond, BC
May 24-25 2018	Funeral and Cremation Services Council of Saskatchewan	Saskatoon, SK
May 31-June 3 2018	Federation of Canadian municipalities	Halifax, NS
June 17-24 2018	Commissionaires Annual meeting of divisions	Montreal, QC
June 18-21, 2018	Funeral Service Association of Canada/Canadian Funeral Trade Association	Ottawa, ON
June 26-July 2 2018	Royal Nova Scotia Tattoo	Halifax, NS
August 11-15 2018	54 <sup>th</sup> ANAVETS Dominion Convention	Saskatoon, SK
August 25-29 2018	47 <sup>th</sup> Royal Canadian Legion Dominion Convention	Winnipeg, MB
September 11-12, 2018	Congrès thanatologues Québec (Québec Funeral Directors Congress)	Valleyfield, Qc
September 11-13, 2018	Western Canada Cemetery Association conference	Grand Prairie, AB
September 12-16, 2018	Atlantic Provinces Funeral Directors and Service Convention	Moncton, NB
September 28-29. 2018	Quebec Veterans Foundation	St. Hubert, QC
October 2-4 2018	Ontario Association of Funeral and Cemetery Professionals conference & Tradeshow	Hamilton, ON
October 3. 2018	New Brunswick Funeral Directors and Embalmers Association	Moncton, NB
November 3-4 2018	Salon de la Mort (Death Convention)	Montreal, QC
November 5-9 2018	Remembrance Week - Central Station	Montreal, QC
March 22-24 2019	Le Salon Carrefour 50 ans + (FADOQ)	Montreal, QC

## Awards

### CANADIAN PEACEKEEPING VETERANS ASSOCIATION'S OUTSTANDING SERVICE AWARD LAST POST FUND

On Friday, June 1st 2018, Last Post Fund was awarded the Canadian Peacekeeping Veterans Association's Outstanding Service Award. The award was presented by Colonel Tim Sparling (Retired) CD, Vice President of the CPVA. Amongst the reasons cited by Col Sparling for bestowing this award on the Last Post Fund were the importance of the service the Fund delivers to Veterans and their families, and also the remarkable dedication with which the Fund has delivered the program for nearly 110 years.

### CANADIAN PEACEKEEPING VETERANS ASSOCIATION'S OUTSTANDING SERVICE AWARD



Pictured receiving the Canadian Peacekeeping Veterans Association's Outstanding Service Award:

MGen Edward S. Fitch (Retired), Past-Past President; Capt Ike Hall (Retired), Treasurer; Mr. Derek Sullivan, Vice-President, East; Col Tim Sparling (Retired), CD, Vice President of the CPVA; LCol Raymond Mikkola (Retired), National President; RAdm Barry Keeler (Retired), Past President; Mr. Alex Ilchenko, Honorary Solicitor; Col Douglas Briscoe (Retired), Vice-President, West; Mr. Edouard Pahud, Executive Director

#### MINISTER OF VETERANS AFFAIRS COMMENDATION, MWO PAUL O'BOYLE (RETIRED)

On July 31, 2018 Nova Scotia Branch President MWO Paul O'Boyle (Retired) became a recipient of the Minister of Veterans Affairs Commendation at a ceremony presided by The Honourable Seamus O'Regan, MP for St-John's South – Mount Pearl. The Commendation is awarded annually to individuals who have contributed in an exemplary manner to the care and well-being of Veterans. Paul's many years of conspicuous service to Veterans on several fronts makes him highly worthy of this prestigious recognition.

#### LAST POST FUND AWARD OF MERIT, BRENT LANG

On September 13, 2018 Mr. Brent Lang, member of the British Columbia Branch, became a recipient of the Last Post Fund Award of Merit. The Award was presented by National President, LCol Ray Mikkola in the presence of the Honourable Janet Austen, OBC, Lieutenant Governor of British Columbia. Brent Lang has led and directed to completion two significant Last Post Fund (LPF) commemoration projects at Surrey Centre Cemetery and Mountain View Cemetery in Vancouver. The two projects required a tremendous amount of volunteer time, persistence and diplomacy working with municipal officials. Brent's outstanding contributions and efforts on these two projects has undoubtedly strengthened the profile of LPF in the Lower Mainland in a very meaningful and permanent way.

#### SOVEREIGN'S MEDAL FOR VOLUNTEERS, MAJOR-GENERAL EDWARD FITCH (RETIRED)

On Wednesday, December 5, 2018, Major-General Edward Fitch (Retired) was awarded the Sovereign's Medal for Volunteers. The medal recognizes the exceptional volunteer achievements of Canadians from across the country in a wide range of fields and pays tribute to the dedication and commitment of volunteers. This medal is part of the Canadian Honours System and is administered by the Office of the Governor General.

## Strategic Action Plan

Guided by the five objectives/priorities outlined in the Strategic Action Plan (SAP) 2016-20, Governing Council (GC) members are assigned to various committees to work on specific strategic tasks. It is a living document that is enabling in nature and is an agenda item at each annual GC meeting to ensure it continues to meet Last Post Fund prerogatives.

The five primary objectives identified by the SAP are:

1. Raising awareness of the LPF brand
2. Reviewing governance
3. Advocating on behalf of deceased Veterans and their loved ones
4. Fundraising to support the mandate
5. Ensuring membership in each Branch



## Communication Activities and Social Media

A Communications Officer was hired by the National Office in Montreal, replacing the previous communications officer. Justine McIntyre began her duties as a part-time permanent employee on February 18<sup>th</sup>, 2019, working 3 days / week. Reporting directly to National Office Executive Director Edouard Pahud, she will continue to work in conjunction with the Communications Subcommittee to carry out communications directives.



**Photo:** Last Post Fund Alberta Branch President LCol Hans Brink (Retired) and Branch member Stephen Wiebe proudly display the new LPF kiosk at the April 2019 Alberta Funeral Service Association Conference in Edmonton, Alberta.

#### BANNER AND KIOSK

A new design for the LPF banner and kiosk was produced under the guidance of the Communications Committee and executed by the National Office. The new design features an emotionally evocative photo of MCpl Jenny Labrador planting a Canadian flag at the foot of a soldier's grave. Last Post Fund was able to secure the rights from the Canadian Press photographer to use the photo on our promotional banners and kiosks. So far this new material has generated a very positive response, as reported by our members who have used the banner and kiosk at various events across the country.

#### PRINT ADS

Esprit de Corps, Canadian Military Magazine

A ½ page, 4-colour ad appeared in April 2018 issue of Esprit de Corps.

Nova Scotia Tattoo programme

A half-page English-language ad appeared in the Nova Scotia Tattoo programme.

Royal Canadian Legion Military Service Recognition Book

A full-page bilingual ad appeared in the RCL Military Service Recognition Book for each of the 9 provincial branches.

#### E-NEWSLETTER

Since 2018 The Bugler has been replaced by the electronic newsletter format. The e-newsletter has been found to be a more effective communication tool, allowing LPF to communicate more frequently with members on a variety of topics in a concise and well-appreciated format. The newsletter is sent electronically via Constant Contact, an emailing service, to the inboxes of Last Post Fund members as well as to our mailing list of supporters.

## Website & Social Media

The Last Post Fund website and social media accounts are an integral part of the communication strategy. For Last Post Fund, the goal of social media is to:

- Raise awareness of our programs to both general and targeted audiences
- Increase traffic to LPF website
- Monitor conversion rates (number of visits to website: number of cases)
- Facilitate donations to LPF

### LPF WEBSITE

The Last Post Fund website is an essential communications tool. The site is fully bilingual; users viewing the page are invited to choose between the 2 official languages. Some of the essential information available on the website includes:

- A description of the various programs along with eligibility criteria
- Links to program application forms
- Contact information to speak with a counsellor (1-800 phone number, email, office address and opening hours)
- Link to our donations page and form to donate online
- Regularly updated News & Events content

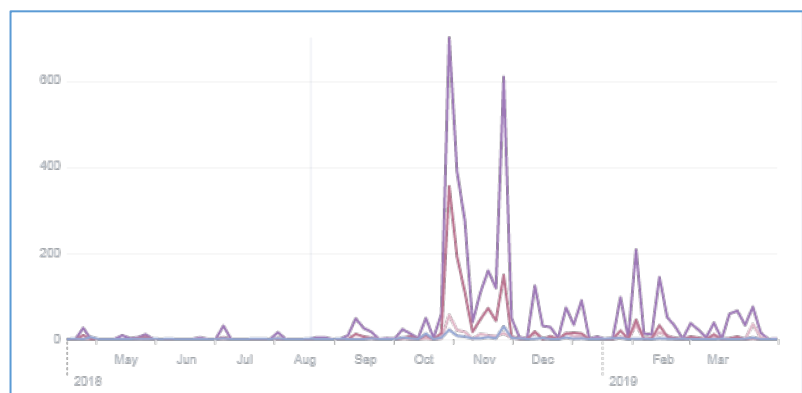
Some incremental changes were made at the start of 2019 to the layout of the website, specifically the homepage and the News & Events page. More changes are currently being discussed by the National Office in view of establishing a website review strategy.

### FACEBOOK

Facebook remains an effective method for reaching a large number of targeted users. Although more recently, younger audiences for Facebook have been shrinking, usage by older audiences is steady or increasing.

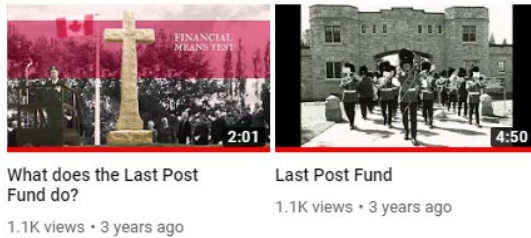
As can be seen on the graph, posts around the important Remembrance Day date generate a tremendous amount of audience reaction or “likes”, represented by the highest, purple line on the graph; post shares are represented by the red line and comments by the pink line. Our challenge is to maintain audience interaction at a steadier rate throughout the rest of the year by creating engaging content on a regular basis.

**Reactions, Shares, Comments**



## YOUTUBE

The YouTube videos published on the LPF channel receiving the most views are those that describe Last Post Fund’s mission and history:



Although these videos were published in 2015, the content remains pertinent. We can and should 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.

## LINKEDIN

Since 2017, Last Post Fund has a corporate profile on LinkedIn, a professional networking website.



## TWITTER

Twitter is primarily used to share timely news items as Twitter posts are more time-sensitive and ephemeral than posts on Facebook or YouTube. Unlike Facebook audiences, Twitter audiences tend to “react” less to posts; the objective is to generate impressions and post shares.

In the month of March 2019, Last Post Fund tweets received 4 364 impressions and had a 1.3% engagement rate. As of March 31<sup>st</sup>, the account had 1,280 followers. The top-performing Tweet for the month of March generated 257 impressions and 4 reactions.

### Top media Tweet earned 257 impressions

Who's that soldier? Thank you to MCpl Jenny Labrador and to photographer Jeff McIntosh/Canadian Press for allowing the use of her image on the Last Post Fund banner and kiosks! [#veterans](#) [#WeWillRememberThem](#)  
[lastpostfund.ca/EN/news.php](http://lastpostfund.ca/EN/news.php)  
[pic.twitter.com/uKq9i4WlYw](https://pic.twitter.com/uKq9i4WlYw)



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**LAST POST FUND**  
**FONDS DU SOUVENIR**

## Annual Activity Report 2018-2019

**Prepared by Last Post Fund | Fonds du Souvenir National Office**

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