

LAST POST FUND
FONDS DU SOUVENIR
ANNUAL ACTIVITY REPORT

APRIL 1 2024 - MARCH 31 2025





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Making a positive impact through difficult times

The staff that I dealt with were compassionate and very supportive. I was very grateful for their attitude in my time of grief.



I want to thank my counselor for her overall expertise and empathy at this most difficult time in my life.



Any questions I had were answered promptly and explained in a way I could understand. I am so grateful for the support.

I would like to Thank the Last Post Fund personnel for making an extremely difficult situation very positive and informative.



Our counselor was excellent in showing compassion and providing prompt information to our family. She helped with closure. Thank you for the significant work that you do.

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.

MESSAGE FROM THE **NATIONAL PRESIDENT**

*

James Lynch



As I reflect on the past year since taking on the role of National President in June 2024, I am pleased to report a productive period for the Last Post Fund. Our collective efforts have focused on honoring and supporting Canada's Veterans and their families while enhancing our organizational structures and outreach efforts. This report provides an overview of our key initiatives, accomplishments, and future goals.

Following our Annual Meeting of Members, we reviewed the National Committee lists, resulting in adjustments to improve our governance. Each Committee Chair received a Mandate Letter outlining their responsibilities and expectations. These changes have fostered a stronger foundation of accountability and clarity within our leadership framework.

As Chair of the Branch President Committee, I hosted our inaugural meeting in September. This meeting was a crucial roundtable for Branch Presidents to share experiences, challenges, and opportunities specific to their jurisdictions. The discussions were invaluable in informing our strategic priorities moving forward.

In October, we convened an Executive Meeting in Charlottetown, where we engaged senior management from Veterans Affairs Canada. This meeting was pivotal for advancing our proposal regarding transferring ownership of the National Field of Honour to the Government of Canada.

During this session, I presented my goals for the upcoming year. A report on those goals are as follows:

Executive Director Recruitment Process

In September, we began recruiting a new Executive Director by online advertising. By the competition close date in mid-December, we received 160 applications. A standardized scoring matrix assessed each candidate, resulting in a shortlist of six individuals.

After conducting interviews via Zoom, we were pleased to announce the selection of Ms. Martine Moreau as our new Executive Director. Upon her signing the contract, we communicated this news to all members through a direct email service. We are excited about Martine's appointment and fully believe in her ability to lead the Last Post Fund.

I would also like to take a moment to thank our outgoing Executive Director for his exceptional service and numerous accomplishments. I look forward to formally recognizing his contributions at our Annual Meeting of Members in May.

Engagement with Branches

Following the October Executive Meeting, I contacted each Branch President to schedule meetings via Zoom with their branch members. Since then, I have had the pleasure of engaging with the following branches:

- Newfoundland and Labrador
- New Brunswick and Prince Edward Island
- Quebec
- Manitoba
- Saskatchewan
- Alberta
- I was scheduled to meet with the British Columbia Branch in April.

These discussions have strengthened our connection with local branches and provided valuable insights into their operational needs and perspectives.

Policy Development Committee

The Executive established a committee examining our policy requirements, recognizing the importance of a robust policy framework. I anticipate this committee will have its proposals ready for discussion during our meeting in May. These policies will be integral in promoting our organizational success and pave the way for the next iteration of the Last Post Fund's Strategic Plan.

Conclusion and Looking Ahead

As we look to the future, the Last Post Fund remains committed to fulfilling our mission of honoring and supporting those who have served our country. We will build on the solid foundation established this year, ensuring effective governance, strong leadership, and enhanced engagement with our branches and stakeholders.

I sincerely thank all members, volunteers, and staff for your dedication and hard work. Together, we are making a meaningful difference in the lives of Canada's Veterans and their families.

Thank you for being so supportive as we embark on another promising year.

Sincerely,
Jim Lynch
National President



LAST POST FUND | FONDS DU SOUVENIR

MESSAGE DU PRÉSIDENT NATIONAL

★

James Lynch



Alors que je reflète sur l'année qui s'est écoulée depuis que j'ai accepté le rôle de président national en juin 2024, je suis heureux de rapporter une période productive pour le Fonds du Souvenir. Nous avons concentré nos efforts collectifs afin d'honorer et soutenir les Vétérans canadiens et leurs familles tout en améliorant nos structures organisationnelles et nos efforts de sensibilisation. Ce rapport fournit un aperçu de nos initiatives clés, de nos accomplissements et de nos objectifs futurs.

À la suite notre assemblée annuelle des membres, nous avons revu les listes du comité national, ce qui a mené à des ajustements visant à améliorer notre gouvernance. Chaque président de comité a reçu une lettre de mandat résumant ses responsabilités et les attentes. Ces changements ont favorisé la mise en place d'une fondation plus solide en ce qui a trait aux responsabilités et à la clarté dans le cadre de notre leadership.

En tant que président du comité des présidents de divisions, j'ai animé notre réunion inaugurale en septembre. Cette réunion consistait en une table ronde cruciale pour permettre aux présidents de divisions de partager leurs expériences, leurs défis, et les opportunités propres à leurs juridictions. Ces discussions ont été d'une valeur incomparable afin d'établir nos priorités stratégiques allant de l'avant.

En octobre, nous avons convoqué une réunion de direction à Charlottetown, durant laquelle nous avons impliqué la haute direction d'Anciens combattants Canada. Cette réunion a été importante afin de faire progresser notre proposition visant à transférer la propriété du Champ d'honneur national au gouvernement du Canada.

Durant cette session j'ai présenté mes objectifs pour l'année à venir. Cest objectifs vont comme suit :

Mise à jour sur le Champ d'honneur national

Le travail soutenu relié au Champ d'honneur national demeure une nos principales priorités. Beaucoup du crédit revient à Derek Sullivan qui mène ces efforts en notre nom. J'ai récemment écrit au nouveau ministre des Anciens combattants, le félicitant pour sa nomination et lui rappelant notre proposition présentement sous évaluation par le gouvernement du Canada. Nous demeurons optimistes quant au résultat et continuons à défendre cette initiative cruciale.

Processus de recrutement du directeur général

En septembre, nous avons entamé le processus de recrutement d'un nouveau directeur général à travers des publicités en ligne. À la fin de l'affichage à la mi-décembre nous avons reçu 160 candidatures. Une matrice d'évaluation standardisée de tous les applicants a permis d'identifier une courte liste de six personnes.

Après avoir mené des entrevues via Zoom, c'est avec plaisir que nous avons annoncé la sélection de madame Martine Moreau à titre de nouvelle directrice générale. À la signature du contrat nous avons transmis la nouvelle à tous les membres par courriel. Nous sommes enthousiasmés par cette nomination et croyons fermement en sa capacité de mener le Fonds du Souvenir.

J'aimerais profiter de cette occasion pour remercier notre directeur général sortant pour son service exceptionnel et ses nombreux accomplissements. Je suis impatient de formellement reconnaître ses contributions lors de notre assemblée annuelle en mai.

Engagement avec les divisions

À la suite de la réunion de la direction d'octobre, j'ai communiqué avec chaque président de division afin se planifier une réunion Zoom avec leurs membres. Depuis, j'ai eu le plaisir d'échanger avec les divisions suivantes :

- Terre-Neuve et Labrador
- Nouveau-Brunswick et Ile-du-Prince-Édouard
- Québec
- Manitoba
- Saskatchewan
- Alberta
- Je dois rencontrer la division de Colombie-Britannique en avril.

Ces discussions ont renforcé nos connections avec les divisions locales et fourni d'importantes informations quant à leurs besoins opérationnels et leurs perspectives.

Comité de développement de politiques

Nous reconnaissons l'importance d'avoir un solide cadre de politiques, et en ce sens nous avons formé un comité dont le mandat est d'évaluer nos besoins relatifs aux politiques. Je m'attends à ce que ce comité présente ses recommandations pour fins de discussions lors de notre réunion de mai. Ces politiques seront intégrales à la promotion de nos succès organisationnels et paveront la voie à la prochaine itération du plan stratégique du Fonds du Souvenir.

Conclusion et regard vers l'avant

Alors que nous regardons vers l'avenir, le Fonds du Souvenir demeure engagé envers sa mission d'honorer et soutenir ceux ayant servi notre pays. Nous bâtissons sur la solide foundation établie cette année en assurant une gouvernance efficace, un leadership fort et un engagement fort avec nos divisions et parties prenantes.

Je remercie sincèrement l'ensemble des membres, des bénévoles et des employés pour leur dévouement et travail soutenu. Ensemble, nous faisons une différence significative dans les vies des Vétérans canadiens et de leurs familles.

Alors que nous entamons une autre année prometteuse je vous remercie cordialement pour votre soutien.

Sincèrement,

Jim Lynch
Président national

A handwritten signature in black ink, appearing to read 'Jim Lynch', with a large, stylized initial 'J' and a horizontal line extending to the right.

LAST POST FUND | FONDS DU SOUVENIR

MESSAGE FROM THE **EXECUTIVE DIRECTOR**

*

Edouard Pahud



Dear Members,

Since its inception, the Last Post Fund has stood for our nation's Veterans. At the heart of our mission lies the administration of the Veterans Affairs Canada Funeral and Burial program, a cornerstone initiative launched by the Last Post Fund in 1909. This program embodies our unwavering dedication to ensuring that every Veteran receives the dignity and respect they deserve in their final journey.

As we reflect on our rich history and enduring legacy, we are reminded of the profound impact our organization has had on the lives of countless Veterans and their families. From providing financial assistance for funeral and burial expenses to offering compassionate support and guidance during times of loss, the Last Post Fund continues to be a pillar of strength and solace for those who have served our country with honour and valour.

Over the past year, the Last Post Fund did not launch any new initiatives to further our mission of commemorating the service and sacrifice of Veterans. We did, however, have several noteworthy opportunities to showcase our Indigenous Veterans Initiative. The most important of these was the Minister of Veterans Affairs Canada Screening of our BMO sponsored film on the Indigenous Veterans Initiative at the House of Commons, Wellington Building in Ottawa. The event was well attended and a perfect opportunity to spread the good word regarding this initiative. The second significant event was the Last Post Fund participation, booth, at the Indigenous History and Heritage Gathering in Ottawa. Maria Trujillo, IVI Program Coordinator and I were able to make several contacts with Indigenous groups and communities from across the country at this National Level event.

Two other items of note in the past year are the work of the Ad-hoc Board Policies Committee on the first Board Policies Manual the Last Post Fund will have. I thank Saskatchewan member of the LPF, John Helms, for his invaluable contribution to this project. The other item of note was the renewal of the Memorandum of Agreement with Veterans Affairs Canada which included a significant update from previous versions of the agreement.

The achievements of our members and volunteer researchers also garnered attention in the media, with several newspaper articles and interviews highlighting their remarkable work and dedication. These features not only highlight the individual accomplishments of our members but also raise awareness of the vital role that the Last Post Fund plays in supporting Veterans and their families.

Once again, this year, I extend my heartfelt congratulations to our dedicated employees for their unwavering commitment to the Last Post Fund and their exemplary service to our Veterans. The consistent positive feedback from our monthly applicant surveys reaffirms the important level of satisfaction with our customer service. To each and every one of you, excellent work—your dedication does not go unnoticed. Well, done!

On behalf of both me and the entire Last Post Fund team, it is with great honour and pleasure that we continue our longstanding tradition of serving and honouring our Veterans. We are privileged to have the opportunity to support and recognize the contributions of our Veterans, and we remain committed to upholding this noble tradition.

Edouard Pahud
Executive Director



LAST POST FUND | FONDS DU SOUVENIR

MESSAGE DU **DIRECTEUR GÉNÉRAL**

*

Edouard Pahud



Chers membres,

Depuis sa création, le Fonds du Souvenir soutient les Vétérans de notre nation. L'administration du Programme de funérailles et d'inhumation d'Anciens Combattants Canada, une initiative lancée par le Fonds du Souvenir en 1909, est la pierre angulaire de notre mission. Ce programme représente notre dévouement inébranlable afin d'assurer que chaque Vétéran reçoive la dignité et le respect qu'ils méritent dans leurs derniers moments.

Notre riche histoire et notre héritage durable nous rappelle l'impact profond que notre organisation a eu sur la vie d'innombrables Vétérans et leurs familles. Qu'il s'agisse de fournir un soutien financier pour les funérailles et l'inhumation ou d'offrir un soutien et des conseils empreints de compassion durant une période de deuil, le Fonds du Souvenir continue d'être un pilier de force et de réconfort pour ceux ayant servi notre pays avec honneur et vaillance.

Au cours de la dernière année, le Fonds du n'a pas lancé de nouvelle initiative pour faire avancer notre mission visant à commémorer le service et le sacrifice des Vétérans. Nous avons cependant eu plusieurs importantes opportunités afin de mettre de l'avant l'Initiative pour Vétérans autochtones (IVA). La principale de celles-ci a été une projection de notre film commandité par la BMO sur l'Initiative pour Vétérans autochtones par la ministre des Anciens Combattants à la Chambre des communes de l'édifice Wellington à Ottawa. Plusieurs personnes étaient présentes à l'événement, lequel représentait une belle opportunité pour faire connaître cette initiative. Le deuxième principal événement a été la participation, kiosque, du Fonds du Souvenir au Rassemblement sur l'histoire et le patrimoine autochtones à Ottawa. Lors de cet événement national, Maria Trujillo, coordonnatrice de l'IVA, et moi-même avons eu l'occasion de créer des liens avec plusieurs groupes et communautés autochtones de partout au pays.

Deux autres items dignes de mention sont le travail Comité ad-hoc des politiques du conseil d'administration sur le tout premier manuel de politiques du Fonds du Souvenir. Je remercie John Helms, membre de la Saskatchewan, pour sa contribution inestimable à ce projet. L'autre item digne de mention est le renouvellement du protocole d'accord avec Anciens Combattants Canada, lequel comprend une mise à jour significative sur les versions précédentes.

Les accomplissements de nos membres et chercheurs bénévoles ont également attiré l'attention des médias avec plusieurs articles et entrevues mettant en évidence leur travail et leur dévouement remarquables. Ces articles ne font pas que mettre en évidence les accomplissements individuels de nos membres mais font prendre conscience du rôle vital que le Fonds du Souvenir joue pour soutenir les Vétérans et leurs familles.

Une fois de plus cette année j'offre mes sincères félicitations à nos dévoués employés pour leur dévouement inébranlable envers le Fonds du Souvenir, et pour leur service exemplaire envers nos Vétérans. La rétroaction positive que nous recevons constamment à travers nos sondages mensuels auprès des personnes ayant appliqué réaffirme le haut niveau de satisfaction face à notre service à la clientèle. À chacun d'entre vous, excellent travail – votre dévouement ne passe pas inaperçu. Bravo!

En mon nom et au nom de toute l'équipe du Fonds du Souvenir, c'est avec honneur et plaisir que nous poursuivons notre tradition de longue date de desservir et honorer nos Vétérans. Nous sommes privilégiés d'avoir cette opportunité de soutenir et reconnaître les contributions de nos Vétérans et nous demeurons engagés à soutenir cette noble tradition.

Edouard Pahud
Directeur général





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.

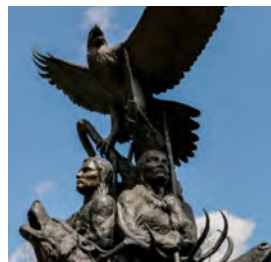
SERVING VETERANS SINCE AU SERVICE DES VÉTÉRANS DEPUIS 1909

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.

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, as well as a VAC liaison.

GOVERNING COUNCIL 2024-2025	
Governing Council Directors	Name
Executive Committee	
National President	Maj (Retired) James Lynch
Past National President	Col (Retired) Randy Brooks
Vice President East	A/SLt Nicolas Marcotte
Vice President West	Maj (Retired) Ken Usher
Treasurer	CDR (Retired) Paul Blumemstock
Secretary	April Adams
Branch Presidents (East to West)	
Newfoundland and Labrador	RCMP Supt. (Retired) Leo O'Brien
Nova Scotia	Mr. Bob Carter
New Brunswick and PEI	Capt (Ret'd) Kelly Newstead
Quebec	Bgen Gaston Côté
National Field of Honour	Lcol (Retired) Michel Bourque
Ontario	Lcol (Retired) Michael Voith
Manitoba	Lcol (Retired) Matt Halpin
Saskatchewan	LCol (Retired) Colin King
Alberta	WO (Retired) Glenn Miller
British Columbia	Maj (Retired) Gino Simeoni
VAC Liaison	
DG Commemoration	Mr. Paul Thomson
Honorary Roles	
Honorary Solicitor	LCol (Ret'd) Raymond Mikkola
Honorary President	General (Retired) Walt Natynczyk

LPF STAFF 2024-2025

Executive Director	Édouard Pahud
Finance	Enza Testa
Admin.	Natalie Escaler
Communications	Julie Brouard
Accounts Pay	Christian Dupuis
Indigenous Proj Coordinator	Maria Trujillo
Senior Counsellor	Tara Muia
Counsellor	Anousone Kanlagna
Counsellor	Chan Khamlong
Counsellor	Kelly Martin
Counsellor	Heather Pettipas

*“We were touched by the compassion and level of support.
Thank you so much.”*

**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.*

The below chart shows all programs activity in a breakdown by province.

PROCESSED CASES BY PROVINCE 2024-2025

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	Total
AB	57	193	250
BC	63	239	302
MB	17	50	67
NB/PEI	67	4	71
NL	15	2	17
IN	12	7	19
NS	84	9	93
ON	155	69	224
QC	47	4	51
SK	24	38	62
TOTAL	541	615	1 156

FUNERAL & BURIAL
PROGRAM

Once an application is made to the Veterans Affairs Funeral and Burial Program and 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, 2024 to March 31, 2025, the Last Post Fund processed 792 applications for funeral and burial grants, of which 541 were approved for grants.

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

Year	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Total cases	1,453	1,208	953	850	824	792

CASES APPROVED | FIVE-YEAR TREND

Year	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Standard (Type 1)	46	59	62	55	61	52
Assisted (Type 2)	699	585	538	568	552	489
Total approved	745	644	600	623	613	541
Matter-of-right cases (included in Standard Types 1 & 2)	107	119	121	96	67	88

CASES NOT APPROVED | FIVE-YEAR TREND

Year	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Not approved	708	564	353	327	211	251

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.

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 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.

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).

Matter-of-Right services concern disability compensation for 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

Launched in 1996, the Last Post Fund's Unmarked Grave Program provides 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 unmarked graves are made to the Last Post Fund and provision for markers under this program is made on a “first-approved-first-served” basis.

In fiscal year 2024-2025, 521 markers were paid for and installed under the Unmarked Grave Program.



DND
PROGRAM

Since 1999, under an agreement with the Department of National Defence (DND), the Last Post Fund provides grave markers for Canadian Armed Forces members who die while in service. Since 2000, the Last Post Fund assisted the DND in installing 561 grave markers for deceased Canadian Forces members.

In 2024-2025, 2 Canadian Forces markers were installed. The Department of National Defence reimburses the Last Post Fund for this expenditure.



LOST VETERANS INITIATIVE

Launched in 2021, the Last Post Fund's Lost Veterans Initiative supports the efforts of volunteer researchers and also aims to stimulate the recruitment of new volunteers for the Program.

Volunteers are provided with an information toolkit to assist 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.



"Thank you for your kind support and assistance. It made such a difference."

INDIGENOUS VETERANS **INITIATIVE**

Launched in 2019 with the approval of VAC, the Last Post Fund's Indigenous Veterans Initiative (IVI) 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.

The research and support of Canada's Indigenous communities is a key element to the success of this initiative. The Indigenous Program Coordinator coordinates and oversees the IVI and manages the LPF's partnerships with researchers.

To date, over 400 unmarked graves of Indigenous Veterans have been found and over 200 grave markers have been ordered or already placed thanks to the support of 23 Indigenous community researchers established across Canada.

FIELDS OF HONOUR

National and Provincial



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

During the year 2024-2025, a total of 74 burials were conducted, compared to 133 the prior year. The types of burials were as follows:

Casket burials – 12
Urn burials – 64
Columbarium – 10

Since 1930, a total of 22,776 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, the 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

As of March 31, 2025, 55 remaining plots were available for Veterans at the Ontario Field of Honour located in Section 1 of the Meadowvale Cemetery in Brampton, Ontario, next to the Korean Veterans National Wall of Remembrance.

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

Located at Memorial Gardens in Southlands near Galway, the Newfoundland and Labrador Branch's Field of Honour highlights a beautiful cenotaph at the entrance to the cemetery grounds. This cenotaph was donated by Commissionaires Newfoundland and Labrador who are a major financial supporter of our Branch.

Summary financial highlights for the years ending March 31, 2024 and 2025

		2025	2024
		(unaudited)	(audited)
Total Assets		\$4 084 070	\$4 082 669
Donations		\$234 172	\$113 223
Funeral and Burial Program		\$3 936 270	\$4 580 932
Unmarked Graves Program		\$1 240 560	\$773 247
Administration		\$1 214 633	\$1 318 542
Total Program Expenses		\$6 391 463	\$6 672 721
Administration Percentage		19,0%	19,8%
Total Assets	Public Funds	285 532	329 750
	Non-public funds	978 130	810 554
	NFOH	2 820 408	2 942 365
		4 084 070	4 082 669
Donations	Non-public funds	168 923	88 115
	NFOH	65 249	25 108
		234 172	113 223

"Thank you for helping me in this difficult time of grieving. The counselor was a very kind person and gave me lots of comfort. Kindness makes a difference."

STRATEGIC ACTION PLAN

Governing Council

The Last Post Fund Strategic Action Plan 2021-2025 outlines the Last Post Fund's strategic direction until the end of the period. This plan focuses on continuing initiatives to increase internal capacity around inclusion and diversity, strengthening our services to current and prospective clients, and assisting us to continue building a healthy, dynamic and innovative organization with strong volunteer engagement strategies.

To that end, the Last Post Fund focuses 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- The Last Post Fund places a particular focus on inclusion and diversity to ensure that underrepresented groups have a voice, a critical element to the future success of the Last Post Fund.

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, we will act in a manner that respects the dignity and rights of all persons without prejudice.

The Last Post Fund values diversity and inclusion of ideas and people and respects 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.

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.

Veterans Affairs Canada Case Projections

Clients	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27
War Service	309	232	152	123	100	79	62	47
Canadian Armed Forces	436	412	448	449	471	494	511	526
Total Clients	745	644	600	572	571	573	573	573

"I want to express my heartfelt gratitude my counselor, who was an incredible source of support for me, always going above and beyond to help. It made a lasting impact on me."

ANNUAL COMMEMORATION

Annual Commemorative Ceremony

The Last Post Fund held its annual commemoration ceremonies in June, honouring the Canadian Veterans who sacrificed their lives over the years to preserve ours. A ceremony was held at the Sailors' Memorial Tower (the Clock Tower) in the Old Port of Montreal. A commemoration ceremony was also held in honour of Canadian and Allied Veterans who lie buried at the National Field of Honour in Pointe-Claire, Québec.



OTHER EVENTS

Unveiling of new Cross of Honour in Ontario

In October 2024, the Last Post Fund (LPF) Ontario Branch proudly unveiled the newly installed Cross of Honour at the LPF Ontario Field of Honour in Meadowvale Cemetery. This commemorative war memorial was made possible thanks to the generous sponsorship of the Toronto Don Valley Masons. The unveiling ceremony featured executive members of the Masons, who played a key role in bringing this initiative to life. The project, more than a year in the making, was a testament to outstanding collaboration with the dedicated staff at Meadowvale Cemetery.



A Trisagion service was held by MP Annie Koutrakis to honour Greek-Canadian Veterans buried at the Last Post Fund – National Field of Honour last Saturday. 37 Greek-Canadian Veterans are laid to rest at the NFOH. (Photo: Martin Barry)



COMMUNICATIONS **ACTIVITIES**

Publications

Several feature articles as well as news interviews on the Last Post Fund were published in 2024-2025. Some articles were published as “sponsored content”, where publications granted space for an informational article upon purchase of advertising space.

Advertising

National print and digital ad placements were published in Canadian Military Family Funeral News, Legion Magazine and Military Bases.

E-Newsletter

Our e-newsletter remains popular with an above average open rate of 54%. While this is higher than the industry average (22%), it is low for a newsletter to which recipients have subscribed.

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.

The Last Post Fund online goals are:

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

Website

In the last fiscal year there were 26,425 visits to the website, of which 61% accessed through organic search and 34% accessed directly. The total page views is 44,580 and the average visitor spends 1.48 minute on the site. Other than the home page, the most visited page is the Funeral and Burial Program page (52%), followed by the Unmarked Grave Program (10%)

Facebook

Facebook remains an effective method for reaching a large audience. As of March 31, 2025, the Last Post Fund Facebook page @lastpostfund had 2,164 followers. With a 54,800 coverage, we had 3,900 interactions with the page, compared with 61,000 coverage and 4,700 interactions the previous year.

LinkedIn

The Last Post Fund LinkedIn profile is used to share professional accomplishments and news relating to our members or activities. As of March 31st, 2025, the Last Post Fund LinkedIn account had 250 subscribers an increase of 121 over 2023-2024.

Nous avons été touchés par la compassion et le niveau de soutien. Un grand merci.

A LOOK TO THE FUTURE

Closing Remarks from Edouard Pahud, Executive Director

We are deeply grateful for the ongoing support of Veterans Affairs Canada as we continue the process of transferring the National Field of Honour to the Government of Canada. While the initiative dates back over five years, we remain hopeful that a positive resolution will be reached before our capacity to operate the cemetery becomes unsustainable. We are also pleased to acknowledge the steadfast encouragement of Members of Parliament Francis Scarpaleggia and Annie Koutrakis, retired ambassadors Robert Peck and Peter MacArthur, whose fathers rest at the cemetery, and the City of Pointe-Claire.

This being my final “A Look to the Future,” I want to sincerely say that it was an honour to serve our Veterans in the role of Executive Director of the Last Post Fund. It was a privilege to support our volunteer members at all levels and deeply rewarding to be engaged with those who donate their time and skills to help others and improve their communities from coast to coast to coast.

As I look back, I want to express my heartfelt thanks to the three-person recruiting team who selected me seven years ago. I am grateful for the trust and confidence they placed in me—it was a responsibility I took seriously, and I believe it worked out well for both the Fund and for me.

I leave enriched from my experiences in what I now rank as the best job I have had.

Finally, I wish Martine Moreau, the Fund’s new Executive Director, all the best in her years with the Corporation. I hope she finds the experience as rewarding as I did.

*“We were touched by the compassion and level of support.
Thank you so much.”*

UN REGARD VERS L'AVENIR

Remarques de clôture d'Édouard Pahud, directeur général

Nous sommes profondément reconnaissants pour le soutien continu d'Anciens Combattants Canada alors que nous poursuivons le processus pour transférer le Champ d'honneur national au gouvernement du Canada. Bien que l'initiative date de plus de cinq ans, nous demeurons positifs quant à une résolution positive avant que notre capacité opérationnelle ne soit plus soutenable. Nous sommes également heureux de reconnaître le ferme encouragement des membres du parlement Francis Scarpaleggia et Annie Koutrakis, des ambassadeurs retraités Robert Peck et Peter MacArthur dont les pères reposent au cimetière, ainsi que de la ville de Pointe-Claire.

Pour mon dernier Regard sur l'avenir, je tiens sincèrement à dire que ce fut un honneur de servir nos Vétérans à titre de directeur général du Fonds du Souvenir. Ce fut un privilège de soutenir nos membres bénévoles à tous les niveaux et profondément valorisant d'être engagé avec ceux qui prêtent leur temps et leurs compétences afin d'aider autrui et améliorer leurs collectivités d'un océan à l'autre.

Alors que je me tourne vers l'arrière, je tiens à exprimer mes sincères remerciements aux trois membres de l'équipe de recrutement qui m'ont choisi il y a sept ans. Je suis reconnaissant pour la confiance qu'ils ont placé en moi. C'était une responsabilité que j'ai pris sérieusement et je crois que ce fut positif tant pour le Fonds que pour moi.

Je quitte enrichi par mes expériences dans ce que je qualifie maintenant comme le meilleur travail que j'ai eu.

Finalement, je souhaite à Martine Moreau, nouvelle directrice générale du Fonds, tout le meilleur durant ses années au sein de la Corporation. Je lui souhaite de trouver l'expérience aussi enrichissante qu'elle l'a été pour moi.

2024-2025 ANNUAL ACTIVITY REPORT

Prepared By:

Edouard Pahud, Executive Director

Julie Brouard, Communications Agent

Natalie Escaler, Administrative Assistant

***Invitation to submit:** We like to use photos submitted by our members for this AAR, please send in your best photos to Julie 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 Julie tout au long de l'année avec une petite description de chacune.



LAST POST FUND
FONDS DU SOUVENIR

Annual Activity Report
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