

**BC/YUKON COMMAND**  
**The Royal Canadian Legion**

#503 – 17665 66A Ave, Surrey, BC V3S 2A7 Phone (1) 604-575-8840 Fax (1) 604-575-8820  
[info@legionbcyukon.ca](mailto:info@legionbcyukon.ca) or visit us at [www.legionbcyukon.ca](http://www.legionbcyukon.ca)  
July 31, 2025

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

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

SUBJECT: 2025 Legion Week Information & Grant Application

Memo 41.25

Comrades,

Legion Week is just around the corner, running from **September 21-27, 2025**. It's a great opportunity to engage your community, promote Legion programs and highlight the impact your branch makes locally.

### **Suggested Legion Week Activities**

- Family-friendly activities, such as BBQ, or open house.
- Displays on Legion programs, such as the Poppy Campaign.
- Invite local dignitaries, first responders, and any other partners.

### **Marketing Materials**

- We encourage Branches to advertise their events on social media, utilize a press release and invite media to attend the events.
- Dominion Command
  - Visit [legion.ca](http://legion.ca) for social media graphics and free membership marketing material: <https://portal.legion.ca/branch-and-command-resources/national-legion-week>
- BC/Yukon Command
  - Visit Branch Corner via <https://legionbcyukon.ca/>
  - Download the 2025 BC/Yukon Command Legion Week poster and a variety of other marketing materials.

### **BC/Yukon Command Support**

- Will advertise Legion Week on our website and social media channels, and inform local media about Legion Week activities across the province and territory.
- Promotional swag will be distributed to branches participating in Legion Week.
- Limited Gaming Grant funding is available to help support Legion Week 2025. Interested Branches can apply for funding by **September 5, 2025**.

### **Funding Eligibility**

- Events must be free, engaging the community with the Legion's mission.
- Events should promote the Legion's mission and contributions.
- Events must be open to all ages and free of alcohol.

## **Application Process**

- Complete the application link to apply for the Legion Week Grant.
- Mailed and faxed applications will **not** be accepted.
- Branches must be current on financials, branch elections, and Poppy Fund reporting to be eligible for funding.
- Branches will be required to submit a short report and copies of expenses for their events after Legion Week.

### **Apply for a Legion Week Grant:**

<https://survey.zohopublic.com/zs/3bD9gx>

In Comradeship,

Michelle