

**From:** Charles Capson <ccapson@campaign-office.com>

**Sent:** Tuesday, August 13, 2024 10:03 AM

**To:** Town Clerk <townclerk@thebluemountains.ca>

**Subject:** The Royal Canadian Legion Ontario Command- 12th Annual Military Service Recognition Book

Hello Kyra,

It was a pleasure talking to you today, I have placed your ¼ page ad on this email, we appreciate the support your Town has shown for our Veterans

Thank you in advance for your interest in the **Military Service Recognition Book**. As discussed in our recent phone conversation please find attached information outlining the Command Legion's important remembrance project this year on behalf of our Veterans.

This unique remembrance publication includes past and present-day Veterans biographies and photographs. With the help of our Veterans, their families and friends, submissions are collected at local legion branches and our next edition is scheduled for release in **October 2025**, in advance of our Annual Remembrance Day Ceremonies.

Proceeds raised from this annual project are used to support the **Veterans Transition Programs** that help Veterans who suffer from PTSD, Mental Illness and other such challenges. These programs assist them in transitioning from military life to civilian life.

It is available for all to see at local legion branches and online at the Ontario Command Legion's website: <http://www.on.legion.ca/remembrance/military-service-recognition-book>. It helps us, and our younger generations, appreciate and never forget the Sacrifices made by our Veterans for the freedoms we enjoy today.

We would sincerely appreciate **your** support and appreciation for our Veterans by purchasing an advertisement in our next edition.

If you require any additional information, please reply to this email or phone me at our toll-free number below. I will follow up with you in the near future.

Thank you for your consideration and/or support.

Sincerely,

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Charlie Capson

**Advertising Rep / Publication Office**

**The Royal Canadian Legion Ontario Command**

**Campaign Office**

**(1-855-241-6967)**

+ [oncl@fenety.com](mailto:oncl@fenety.com)



[www.on.legion.ca](http://www.on.legion.ca)



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[www.on.legion.ca](http://www.on.legion.ca)

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

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

Dear Sir/Madam:

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

**The Royal Canadian Legion** Ontario Command is very proud to be once again printing over **10,000 copies** of our **12<sup>TH</sup> annual “Military Service Recognition Book”**, scheduled for release by October 2025. This unique remembrance publication recognizes and honours our Province's Veterans and helps us fulfill the Legion's role as the **“Keepers of Remembrance”**. Proceeds raised from this annual appeal are also used to support Veterans Transition Programs to help modern day Veterans that suffer from PTSD and other challenges.

The Legion is recognized as one of Canada’s largest Veterans Support Organizations and we are an integral part of the communities we serve. This project helps ensure the Legion’s continued success. We would like to have your organization's support for this Remembrance project by sponsoring an advertisement space in our **“Military Service Recognition Book.”**

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

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

Sincerely,

  
Derek Moore  
President



www.on.legion.ca

# The Royal Canadian Legion Ontario Command

## *“Military Service Recognition Book”*

### Advertising Prices

<u>Ad Size</u>	<u>Cost</u>		<u>HST</u>		<u>Total</u>
Full Colour Outside Back Cover	\$2,579.65	+	\$335.35	=	\$2,915.00
Inside Front/Back Cover (Full Colour)	\$2,243.36	+	\$291.64	=	\$2,535.00
2 Page Spread (Full Colour)	\$3,588.50	+	\$466.50	=	\$4,055.00
Full Page (Full Colour) <b>7" X 9.735"</b>	\$1,765.49	+	\$229.51	=	\$1,995.00
½ Page (Full Colour) <b>7" X 4.735"</b>	\$969.03	+	\$125.97	=	\$1,095.00
¼ Page (Full Colour) <b>3.375" X 4.735"</b>	\$575.22	+	\$74.78	=	\$650.00
1/10 Page (Full Colour b/card) <b>3.375" X 4.735"</b>	\$349.56	+	\$45.44	=	\$395.00

**H.S.T. Registration # 10686 2824 RT0001**

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

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



PLEASE MAKE CHEQUE PAYABLE TO:

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





## THE ROYAL CANADIAN LEGION *ONTARIO COMMAND*

### DEAR VALUED SUPPORTER

Thank you for your pledge to the “Military Service Recognition Book”, a project of The Royal Canadian Legion, Ontario Command.

This annual publication helps identify and recognize many of the Veterans of Ontario who served their country. As “Keepers of Remembrance”, The Royal Canadian Legion strives to perpetuate the sacrifices that our soldiers and their families made for our freedom. The Military Service Recognition Book serves as a reminder for generations to come, of the contributions our veterans made to the creation of our nation and the continuance of Canada as a protector of freedom.

Our organization is Canada’s largest Veterans organization dedicated to serving them through advocacy, emergency assistance and providing free of charge assistance with pension applications. We are not affiliated with any level of government, nor do we receive funding from any level of government. Branches rely on membership dues, fundraising activities and donations. In Ontario we have over 390 branches with over 200 Ladies’ Auxiliaries made up of over 91,000 men and women. Together they support their communities through countless hours of volunteer work to support sponsorships of youth activities such as track and field, soccer, hockey, Cadets, Boy Scouts and Girl Guides. Branches award over \$815,000 each year in grants from poppy funds to ex-service and still serving personnel and/or their dependents.

With the support of our Branches and Ladies’ Auxiliaries our Command disburses over \$620,000 each year through our Charitable Foundation to Hospitals, Long Term Care Homes and Volunteer Fire Services for much needed medical equipment and over \$200,000 in bursary awards to deserving students.

Your support for this project helps support Veteran Transition Programs of the Royal Canadian Legion, Ontario Command.

**Please Note: The Royal Canadian Legion Ontario Command is a non-profit association, but not a registered charitable organization, therefore a tax receipt will not be issued.**

There will be over 10,000 hard copies of this book printed and distributed free of charge in our communities throughout Ontario. Copies will be given by branches to public schools and libraries which can be used as a teaching tool. An electronic version of our publication will also be posted on our website [www.on.legion.ca](http://www.on.legion.ca).

Again thank you for your sponsorship and support of this very worthwhile project.

Yours sincerely,

Derek Moore  
President  
Ontario Command



# LA LÉGION ROYALE CANADIENNE *DIRECTION DE L'ONTARIO*

## **CHER PRÉCIEUX COMMANDITAIRE**

Merci pour votre contribution au « Livret de reconnaissance du service militaire », un projet de la Légion royale canadienne, Direction de l'Ontario.

Cette publication annuelle permet d'identifier et de reconnaître de nombreux vétérans de l'Ontario qui ont servi leur pays. En tant que « Gardiens du Souvenir », la Légion royale canadienne s'efforce de perpétuer les sacrifices que nos soldats et leurs familles ont fait pour notre liberté. Le Livret de reconnaissance du service militaire sert comme un rappel pour les générations à venir, des contributions de nos anciens combattants à la création de notre nation et le maintien du Canada en tant que protecteur de la liberté.

Notre organisation est la plus grande organisation d'anciens combattants au Canada dédiée à les servir par le biais de la défense des droits, assistance d'urgence et assistance gratuite pour les demandes de pension. Nous ne sommes pas affiliés à aucun palier de gouvernement, et nous ne recevons de financement d'aucun palier de gouvernement. Les filiales comptent sur les cotisations des membres, les activités de collecte de fonds et les dons. En Ontario, nous avons plus de 390 filiales avec plus de 200 auxiliaires féminins composés de plus de 91 000 hommes et femmes. Ensemble, ils soutiennent leur communautés grâce à d'innombrables heures de travail bénévole pour soutenir le parrainage d'activités pour les jeunes telles que l'athlétisme, soccer, hockey, cadets, scouts et guides. Les filiales accordent plus de 815 000 \$ chaque année sous forme de subventions des fonds du coquelicot aux anciens militaires et aux militaires encore en service et/ou à leurs personnes à charge.

Avec le soutien de nos filiales et de nos auxiliaires féminins, notre direction débourse plus de 620 000 \$ chaque année par le biais de notre fondation caritative aux hôpitaux, aux foyers de soins de longue durée et aux services de pompiers volontaires pour l'équipement médical indispensable et plus de 200 000 \$ en bourses aux étudiants méritants.

Votre soutien à ce projet aide à soutenir les programmes de transition des vétérans de la Légion royale canadienne, Direction de l'Ontario.

**Veillez noter : La Direction de l'Ontario de la Légion royale canadienne est une association à but non lucratif, mais pas un organisme de bienfaisance enregistré, par conséquent, un reçu d'impôt ne sera pas délivré.**

Plus de 10 000 copies papier de ce livre seront imprimées et distribuées gratuitement dans nos collectivités partout en Ontario. Des copies seront remises par les filiales aux écoles publiques et aux bibliothèques qui peut être utilisé comme outil pédagogique. Une version électronique de notre publication sera également affichée sur notre site Web [www.on.legion.ca](http://www.on.legion.ca).

Encore merci pour votre parrainage et votre soutien à ce projet très intéressant.

Sincèrement vôtres,

Derek Moore  
Président  
Direction de l'Ontario