

INFORMATION FOR BRANCH COORDINATORS – MSRB PROGRAM

Your Role as a Branch Coordinator

- Every Branch should appoint a Branch Coordinator for the MSRB program.
- Your main responsibilities are to:
 - Promote the program within your community
 - Encourage submissions for the Military Service Recognition Book

Please read all instructions carefully and follow them fully before sending any submissions.

GENERAL INFORMATION

Not-for-Profit Status

- Ontario Command is a not-for-profit organization (not a registered charity).
- Fenety Marketing works on our behalf for advertising and sponsorships.

Tax Receipts

- Because Ontario Command is not a charity, tax receipts cannot be issued for:
 - Donations or advertising in the MSRB

Handling Donations and Advertising

- Do NOT accept cheques for donations or advertising at the Branch level.
 - If anyone wants to donate or advertise in the book, direct them to:
 - Fenety Marketing (Toll-Free Number: 1-855-584-1374)
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VETERAN SUBMISSIONS – QUICK GUIDE

Who Can Be Submitted

- Veterans who **live or lived in Ontario** and **have served or are currently serving**.
- “Veteran” is defined in the General By-Laws (explained later in the package).

Submission Forms

- Included in your Introductory Package
- Make photocopies as needed
- Or download a fillable/printable version from: www.on.legion.ca/remembrance/military-service-recognition-book/

Make Copies Before Sending

- **Photos and documents will not be returned.**
- Be sure to make copies of everything **before** submitting.

Use of Submissions

- Once a story is received, it is considered **submitted for publication**.
 - It may be used in the **Military Service Recognition Book** and also in an **online version**.
 - **No further permission** will be requested after submission.
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Basic Rules

- All submission forms must be:
 - Fully completed
 - Accurate
 - Clearly legible
 - Submissions must come from:
 - The **Veteran**
 - A **family member**
 - *Only* if necessary, a third-party source with written permission from the original publisher included.
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Permission Requirements

- You must have permission from the Veteran or their family.
 - If no family can be found:
 - The Branch President may authorize it.
 - If every possible effort has been attempted to locate a family member to no avail, then, and only then, can the permission be given by the Branch President, but a letter is to accompany each submission explaining this and is to be on Branch Letterhead.
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What to Include

- Your contact info (email and phone)
 - Branch name and number
 - Return address on the envelope (if mailed)
 - The form section titled “**THIS SECTION MUST BE COMPLETED**” must be filled in.
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Writing the Biography

A written biography does not have to be included; however, the Veteran’s service information can be submitted in point form, and the publisher will assist with writing a biography.

- **Maximum: 200 words**
 - Only about **Military Service** (not Legion service, except mention of membership or Branch roles like “Past President”).
 - Anything over 200 words will be **returned for revision**, the biography will **not be edited** by the coordinators or publisher.
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How to Submit

You can **mail** or **email** submissions. Do **not send directly to Ontario Command**.

Email Submissions

- **PDF** format for the form
- **JPEG** format for the photo
- Form must be **signed** (computer generated signatures will not be accepted)
- Send to:
 - **Carolyn McCaul** (Districts A, D, G, H, K): carolyn.mccaul@sympatico.ca
 - **Laurie Ridgway-Stoltz** (Districts B, C, E, F): lridgway@hotmail.ca

Mail Submissions

- **Districts A, D, G, H, K:**
Carolyn McCaul
P.O. Box 202, 3243 Lake Dore Road,
Golden Lake, ON K0J 1X0
- **Districts B, C, E, F:**
Laurie Ridgway-Stoltz
194 Timber Trail Road
Elmira, ON N3B 0E4

Deadline: May 15th each year

Photo Requirements

Photos must be:

- **Original, professionally reproduced, or high-resolution digital**
- **300 DPI**, at original size, highest quality

Not accepted:

- Photos printed on regular paper/glossy paper
- Low-resolution scans or photocopies
- Caricatures or drawings
- Photos with writing on the back
- **Do not** use staples or paperclips

Mailing Photos

- Label each photo with the **Veteran's name** using a sticky note (on the back).
- Put the form and photo together in a **plastic bag** (e.g., Ziploc).
- Send multiple submissions together in **one envelope**.

Photo Format

- Use a **head-and-shoulders portrait** so the face is clear.
- If no photo is available:
 - Use a **Regimental Crest** instead.
 - If neither is provided, a **generic silhouette** will be used.

* **Photos will not be returned.** They are kept on file.

DEFINITION OF A VETERAN

As revised at the 2014 Dominion Convention in Edmonton, a **Veteran** is defined as:

Any person who is serving or has honourably served in:

- The **Canadian Armed Forces**
 - The **Commonwealth** or its **wartime allies**
 - As a **Regular Member** of the **Royal Canadian Mounted Police (RCMP)**
 - As a **Peace Officer** in a **Special Duty Area** or on a **Special Duty Operation**
 - The **Merchant Navy** or **Ferry Command** during wartime
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IMPORTANT REMINDERS

Help Our Coordinators

- Each Command Coordinator manages submissions from around **200 Branches**.
- They are responsible for:
 - Scanning each form and photo
 - Recording every submission
 - Sending everything to our publisher (**Fenety Marketing**)

To keep things manageable:

- **Do not wait until the deadline**
 - Submit **regularly**, and ensure each submission is **complete and accurate**
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We hope this makes your submission process easier and smoother.

Revised May 29, 2025