



The Legion
National
Foundation

La Fondation
nationale
Légion

My Poppy. My Canada.



Your Invitation to the 2025 Digital Poppy Campaign

In 2017, The Royal Canadian Legion Headquarters (Dominion Command) established The Legion National Foundation, a charitable organization to enhance support for Veterans and their families across Canada. The Digital Poppy is the Foundation's signature Remembrance campaign.

What is the Digital Poppy ?

The Digital Poppy is an online symbol of Remembrance, inspired by the traditional poppy. It offers a meaningful, modern way to participate in a national act of honouring Canada's Veterans across all digital spaces.

Each year, The Legion National Foundation runs the Digital Poppy campaign with the unwavering support of Canadians. Together, we not only honour those who have served and sacrificed, but we also raise crucial funds that directly support the well-being of Veterans, Canadian Armed Forces (CAF) and RCMP members, and their families.

The Digital Poppy is uniquely designed to be a personalized experience. By adding the name of a loved one, you keep their memory and contributions alive while visibly signaling support for the Fallen.

From October 31 to November 11, join us in this tradition of Remembrance at www.mypoppy.ca. Create your 2025 Digital Poppy and share it proudly on social media, in your email signature blocks and other online spaces to help ensure Canada Never Forgets.

Margaret Atwood Remembers

— “

I dedicate my Digital Poppy to Brigadier T.G. Gibson, my spouse's Graeme's father. He fought in the Second World War in Italy and then through Holland into Germany.

-Margaret Atwood



Bridging Remembrance Tradition with Technology

The Lapel Poppy



Every year, through The Royal Canadian Legion's annual Poppy Campaign millions of Canadians proudly wear the bright red Lapel Poppy as a pledge to Never Forget those who have served and sacrificed for our freedom.

The Digital Poppy



In 2018, the Digital Poppy was introduced, allowing Canadians to proudly extend their pledge to Remember onto social media platforms and other meaningful digital spaces, carrying this spirit online.

This Remembrance season, make your pledge complete: display both symbols to ensure your dedication to Canada's Heroes, our Veterans is visible everywhere from your jacket to your signature block.

From Click to Commemoration: How to Participate

The annual Digital Poppy Campaign is hosted on MyPoppy.ca.

The campaign runs from the last Friday of October through November 11th each year.

This year, the Remembrance period begins on **October 31st, 2025.**

Your Steps to Participate

1. Go to MyPoppy.ca.
2. Select "Create My Poppy."
3. Donate to support our Veterans - starting with \$3.
4. Personalize your Digital Poppy by adding a dedication.
5. Download and share it across your networks to promote Remembrance.

KEY BENEFIT:

Every donation comes with an immediate tax receipt that is delivered straight to your inbox.

Honour with a Personal Touch: Customize and Share

Let's customize your poppy.

Enter your first name

Nancy

Enter your last name

Cairns

Who are you dedicating your poppy to? (Optional)

All Canadian Heroes

eg. Maj William Hanlon, Lt Pauline Brown, The Unknown Soldier

Preview

Preview your personalized poppy



Front Side



Back Side

Edit

Download Front

Download Back

Next

Share your Poppy: [f](#) [X](#) [in](#) [@](#)

After creating and downloading your badge, please check your "download" file on your device to access your Digital Poppy.

Have a loved one that served? You can dedicate your Digital Poppy in their memory. Add their name and create a lasting tribute.

Don't know anyone personally? You can dedicate a Digital Poppy to "All Canadian Heroes" to honour all Veterans.

Kevin Bieksa
Remembers

I dedicate my Digital Poppy to the thousands of service men and women who have paid the ultimate sacrifice defending our families and freedoms.

-Kevin Bieksa



Scroll, Pause, Remember



Across social feeds and timelines, the Digital Poppy meets Canadians where they are. Whether it's a heartfelt tribute on Facebook, a professional Remembrance on LinkedIn, or a moment of reflection on Instagram, each post becomes a powerful reminder of the sacrifices made. The Digital Poppy doesn't just live online, it creates space for national Remembrance in the everyday digital lives of Canadians.

Sign off in Remembrance: Digital Poppy in the Workplace



MORGAN MAXWELL
Finance Manager

+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City



**Michael
Peterson**

Program Analyst

+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City, ST 12345



LICERIA & CO.

The Digital Poppy has found a powerful home in email signatures across professional networks. Email is a key method for communicating with clients, colleagues, and our broader community. By embedding the Digital Poppy in their signatures, companies and teams transform everyday messages into moments of collective Remembrance, honouring the sacrifices of Canada's Veterans in the spaces where we connect most.

The Digital Poppy: Where Canada Honours Together



The Digital Poppy is where every Canadian can make a difference.

This national campaign unites people from every background — families with loved ones who served, Veterans themselves, and Canadians who wish to honour their sacrifice. From community advocates to public figures, voices from all walks of life come together to create the country's most inclusive online space for Remembrance.

By taking part, you join a shared effort to ensure the service and sacrifice of Canada's Veterans are remembered and respected from coast to coast to coast.

Every click, every share, keeps their memory alive.

Will you add your voice to Never Forget?

*Pattie Lovett- Reid
Remembers*

“I remember my father-in-law Clarence John Reid who served from 1941-1945 as a telegraph operator on the HMCS Chambly in the Royal Canadian Navy. Clarence, would have told you, his military service made him a better person and through this experience, he learned about service to his country and others. He was a wonderful man.”

- Pattie Lovett- Reid





The Legion
National
Foundation

La Fondation
nationale
Légion

Join us in Honouring Canada's Heroes through the Digital Poppy

My Poppy. My Canada.

Together, we can ensure that the contributions and stories of Canadian Veterans are never forgotten. Whether you opt to pay homage to these brave individuals on your own or as part of a larger group, such as your friends, company, or coworkers, the Digital Poppy presents a meaningful opportunity to honour and Remember the profound sacrifices made by Canadian Veterans.

For questions and inquiries, please contact:
Cynthia Ngarachu
Director, Development
cngarachu@legion.ca
The Legion National Foundation

