

Veterans' Week Participation Kit

For Federal Retirees Branches and Volunteers



Don't hesitate to reach out to us at
communications@federalretirees.ca
with questions and comments!

Version 7 | 2024



National Association
of Federal Retirees

Association nationale
des retraités fédéraux

Veterans' Week

Background

WHAT IS VETERANS' WEEK?

Every year, Nov. 5 to 11 is Veterans' Week, an opportunity for Canadians to honour the extraordinary efforts and sacrifices of our veterans. Remembrance Day, Nov. 11, marks the final day of Veterans' Week and recalls the end of hostilities during the First World War on that date in 1918. At the eleventh hour of the eleventh day of the eleventh month, Canadians gather wherever they are and observe a moment of silence to remember those who have fallen in the line of duty and to recognize their service to our country.

This guide has been developed to help you and your branch volunteers take part in Veterans' Week 2024. This year carries added significance because 2024 marks the 100th anniversary of the Royal Canadian Air Force (RCAF).

KEY MESSAGES

Veterans' Week is a truly national undertaking with ceremonies, activities and commemorative events taking place from coast to coast to coast.

If your branch is participating in Veterans' Week or Remembrance Day, we hope you'll keep the following key messages in mind:

- Canada's veterans deserve recognition for putting the safety and freedom of all Canadians before their own.
- It is the job of every Canadian to ensure that the memory of our veterans and their sacrifices does not die with them.
- It is important to take time and reflect on the freedom and peace we enjoy as Canadians and to remember those who fought to secure it.
- Every veteran deserves a seamless, supported, successful transition and release from service.

CANADIAN VETERANS AT-A-GLANCE

The 2021 Census of Population offers new insights that can help us better understand and support those who are currently serving or who have previously served in the Canadian military.

For the first time since 1971, the census enumerated members of the CAF who have previously served. According to this new data, in the spring of 2021, 97,625 Canadians were counted as serving in the Canadian Armed Forces (CAF) and 461,240 were counted as veterans. This is the first census profile of Canada's military in half a century.

Among the other findings:

- Over 4 in 10 Canadians who were counted as veterans at the time of the census were aged 65 and older (41.8%). The census enumerated 33,420 veterans who were aged 85 and older.
- Nearly one in six veterans were women (16.2%). Unlike currently serving members of the military, the average age of women veterans was lower compared with men veterans (59.1 vs. 61.7 years).
- Nearly one-quarter (23.1%) of veterans lived alone in 2021. Women veterans were more likely to live alone than men veterans (28.1% vs. 22.2%). Veterans were more likely to live alone than Canadians aged 17 and older overall (16.9% for women and 14.7% for men).
- Veterans made up 1.5% of the total population aged 17 and older in 2021. Belleville–Quinte West (4.5%), Halifax (4.4%), Kingston (4.0%), Fredericton (3.8%) and Saint John (3.5%) had the highest share of veterans among the total population aged 17 and older within Canada's census metropolitan areas.

For more details, [please refer to the Canadian Military Experience Reference Guide, Census of Population, 2021](#).

Veterans' Week

Getting involved

Veterans' Week is just around the corner! Now is the time to think about what you and your branch can do to get involved and show your support for Canada's veterans.

Here are some ways Federal Retirees volunteers can get involved in Veterans' Week:

- **Celebrate the RCAF Centennial:** This year represents a major milestone! April 1, 2024, marked 100 years of service for the Royal Canadian Air Force (RCAF). Check out the feature story, "A century of flight," in the fall 2024 issue of *Sage* magazine and be sure to visit the RCAF online for resources and events. *Download the printable PDF of "A century of flight" from the Volunteer Information Portal under Communications and Marketing.*
- **Make a difference:** Veteran well-being is one of Federal Retirees' four advocacy priorities. *Information about advocacy work and campaigns that you can support is included in this toolkit.*
- **Join the conversation:** Social media can help us raise awareness of Veterans' Week and recognize the sacrifices of Canadian veterans. *Share the sample posts and social media graphics included in this toolkit among your networks to start conversations about remembrance.*
- **Engage your members:** Update your branch webpage or reach out to your branch by email to raise awareness of Veterans' Week and let members know about Association advocacy campaigns, branch activities and upcoming events. *Refer to the handy key contacts list included in this toolkit for support with branch digital communications.*
- **Get together:** Whether you choose a virtual meeting or an in-person event, be sure to raise awareness of Veterans' Week and veterans' issues during the month of November. *Visit the Volunteer Information Portal under Communications and Marketing to download the Veterans' Week poster and Zoom background graphic.*
- **Reach out to local media:** November is a great time to reach out to local community bulletins and newspapers, in particular to military community newspapers, to place an ad of remembrance. *Download ad graphics you can place in local publications from the Volunteer Information Portal under Communications and Marketing.*
- **Learn with Veterans Affairs Canada:** Veterans Affairs Canada (VAC) has made a multitude of historical and educational resources available, as well as a calendar of events. *Visit Veterans Affairs Canada online to see what's available for 2024.*

- **Connect with the Legion:** Your branch may wish to connect with its local Royal Canadian Legion to order a wreath or learn about events in your area. *The Legion advises those who would like to order wreaths to do so in early October.*

Veterans' Week

Make a difference

Our veterans served Canada — and were willing to risk their lives to do so. Now it's Canada's turn to support veterans of the Canadian Armed Forces and the Royal Canadian Mounted Police, to ensure they and their families have equitable outcomes and the well-being, care and benefits they deserve.

Veteran well-being is one of the Federal Retirees' four key advocacy priorities. If you haven't yet, please take some time to familiarize yourself with our available advocacy materials:

- Read [Federal Retirees' advocacy recommendations](#) online.
- Download the [veterans key messages handout](#) with important messaging.
- Download the ["questions to ask" handout](#) for important questions you can ask your elected representatives about Federal Retirees' priorities.
- Learn more about the Association's work with the [Women Veterans Research and Engagement Network \(WREN\)](#) to support military women.

We hope you find this information useful and use it to start conversations with your members, local representatives and collaborators about how Canada can better support veterans and their families and begin to rebuild trust with the veteran community.

Keep your eye on our website and our social media feeds in the lead-up to Veterans' Week for further details about this event as well as informative articles and opportunities to participate in our advocacy work, which you can share among your branch membership.

Veterans' Week

Join the conversation

We owe it to our veterans to speak about them, to share their stories, to honour their sacrifices and to keep their memories alive. In addition to connecting with your members through your branch page and email newsletters, social media is another way you and your branch can join the conversation in a meaningful way.

You can participate in Veterans' Week on social media by liking and sharing our posts on social media, following the [Canada Remembers](#) feed on Facebook or joining the conversation on Twitter with the hashtag #CanadaRemembers.

Volunteers and branches can also share our sample posts below or use our shareable images, available in the Volunteer Information Portal.

SAMPLE SOCIAL MEDIA POSTS

- Veterans' Week takes place from Nov. 5 to 11 and presents an opportunity for Canadians to honour those who have served our country across generations.
- Remembrance is our duty as Canadians during Veterans' Week, Nov. 5 to 11, and all year. We remember your service and sacrifice.
- To our veterans and their families, thank you for answering the call to serve, and for making Canada and the world a better place to live.

Veterans' Week

Resources to help you

Additional resources can be found in the [Volunteer Information Portal](#) under **Communications and Marketing**. Look for the **Veterans' Week** folder.

Additional resources for Veterans' Week and Remembrance Day include:

- Shareable images for Facebook and Twitter
- Veterans' Week advertisements
- Veterans' Week poster
- Zoom background image
- Printable PDF for "A century of flight"

KEY CONTACTS

If you have a question or need assistance, this contact list will help you connect with the right person in no time. **Please note that this list is for volunteer use and is not intended to be shared externally.**

For technical or functional issues with the Volunteer Information Portal, contact the IT team: it-team@federalretirees.ca

For questions about your branch webpage or assistance updating your branch webpage, email our webmaster: webmaster@federalretirees.ca

Submit branch email requests to: emailrequests@federalretirees.ca (allow five working days for preparation, testing and sending)

For questions about the Association's advocacy work, advocacy priorities and Reach 338, contact: advocacyteam@federalretirees.ca

To share your branch activities or for assistance with advertisements, contact the communications team: communications@federalretirees.ca

For recruitment packages, promotional items and other membership requests, use the new dedicated inbox for volunteer requests: serviceteam@federalretirees.ca

For questions about this toolkit and its additional resources, contact Angela Johnston from the communications, marketing and recruitment team: ajohnston@federalretirees.ca

HELPFUL LINKS

Federal Retirees' Veterans' Week landing page: <https://www.federalretirees.ca/en/news-views/veterans-week>

RCAF 2024: <https://rcaf2024arc.ca/>

Veterans Affairs Canada (VAC): <http://www.veterans.gc.ca/eng>

VAC calendar of events: <https://www.veterans.gc.ca/eng/events>

Canada Remembers on Facebook: <https://www.facebook.com/CanadaRemembers>

The Royal Canadian Legion: <http://www.legion.ca/home>

Canadian Forces Newspapers: <https://www.basenewspaper.com/>

Zoom's online help centre: <https://support.zoom.us>

CONTACT US

Whether you have questions or you'd like to share details or images from your branch's successful event, contact the communications and marketing team at communications@federalretirees.ca. We'd love to hear from you!