



October 25 2022

12^e RBC Trust: 2022 Fundraising Campaign

Dear partners, members of the Order of the Star, and friends of the 12^e RBC,

The 150th anniversary of the Regiment is now a thing of the past. Thanks to the generosity of several members, partners and sponsors of the large regimental family, the activities marking this 150th anniversary were crowned with success. Among other things, a magnificent book explaining the history of the Regiment was written and published and a commemorative monument conveying the feats of arms of the Regiment was erected in the very heart of Three Rivers, where the Regiment saw the day. Also, a web documentary is in production with an unveiling scheduled for 2023. These three major projects will contribute to the rich regimental heritage for decades to come.

Although the web documentary project is not yet finished, we are allowed to conclude that the activities to mark the 150th anniversary cost approximately \$240,000 and that they were fully funded. A big thank you to everyone who contributed to this fundraiser. In all, \$258,000 will have been raised and here is where the monies came from:

• 12 ^e RBC Association (35%):	\$89,800
• Corporate contributions (28%):	\$72,000
• The Order of the Star of Three Rivers (16%):	\$40,000
• Individual donations from members of the Association (12%):	\$31,200
• Federal subsidies (9%):	\$25,000

These celebrations of the 150th, although affected by the pandemic, have nevertheless enabled the 12^e RBC Association and its Trust, including the Order of the Star of Trois-Rivières, to acquire maturity, demonstrate their potential and their usefulness, and more than ever, to emphasize that they are fit to serve and support the two Regiments, their members, as well as the veterans. In addition, this fundraising has shown that when solicited for specific and well-crafted projects, the members of the regimental family are there to assist.

Although the Association has an investment portfolio that partially funds the social and commemorative activities of the regimental family, the Trust struggles to pay the annual fees of the various programs and operating expenses in support of its members and their families. However, the Trust, according to its statutes approved by the Canada Revenue Agency, is authorized to finance programs related to commemoration, which serve to promote communications and exchanges of a military nature between its members and former members as well as scholarships.

In order to fully fulfill this mandate, the Trust would need approximately \$17,000 annually. This budget includes: \$4000 to finance the **scholarship program**, \$4500 for the production of the annual magazine **The Turret**, \$1000 for the maintenance and hosting of **the website**, \$2000 for the **assistance and tribute fund to veterans**, \$2,000 for the **museum**, and several thousand dollars for operating and **administrative expenses**. Details of these programs can be found in Appendix A of this document.

PROTECTED A

As partners and great friends of the Regiment, I appeal to your generosity and seek your support for our fundraising campaign for the Trust so that the latter is able to raise the \$17,000 necessary to maintain the various programs and activities offered annually to the whole regimental family. You will find attached the proposed sponsorship categories as well as the privileges associated with each.

Details on how to make your donation are in Appendix B. When making your donation, **you will be asked to specify which program you are making your donation to. Don't forget to provide us with your postal address and an email address.** All donations and contributions, regardless of the amount, are welcome. In return, you will receive an official receipt from the Trust for tax purposes if it is a personal donation.

Thank you in advance for your generosity.

ADSUM!



Stephen
Lacroix
President

Trust of the 12^e Régiment blindé du Canada

Appendices:

- A – Description of the Trust's detailed programs
- B – How to make a donation?

Annex A

Description of Trust programs

Scholarship Fund: This program consists of offering merit-based scholarships of \$1,000 for undergraduate university studies (i.e., bachelors) and \$500 for college studies (CÉGEP) or a private institution, and/or adult category (continuing education) on a full or part-time basis. All members of the 12^e RBC Association who have been members for a minimum of one year and all *of their dependents* are eligible. Dependents include the spouse or common-law partner (with supporting evidence) of an *eligible member* as well as their children (biological or adopted). Children who have left home and are active in the labor market may be eligible for the program until the age of 25.

This program was reviewed in 2021 to make it accessible to a larger clientele. Among other things, membership fees have been canceled and it is now sufficient to be a member for only one year to be eligible. These changes were mainly intended to allow requests from members of the 12^e RBC (Trois-Rivières) who are mostly of college or university age.

This reform also implemented a rigorous validation, evaluation and prioritization process based on merit under the control of a scholarship selection committee.

PROTECTED A

PROTECTED A

In the event that the Trust manages to obtain regular funding for this program through donations, the program will remain open to revision. Allowing future changes to the program to include the grandchildren of eligible members.

Fund for the production of the annual magazine (*The Turret*). This magazine has been published since 1982. Over the years, it has taken many forms. At times it was even published several times a year. This review serves several purposes.

First, it serves to keep elders and Twelfths serving outside the units informed about what is happening within the regiments. You can read about the training, exercises and operations of the two Regiments. One can also follow the career progression of the Twelfths in service as well as the movements of personnel. There are also professional articles on the evolution of the profession of arms and in particular on the evolution of the Armoured Corps with its structure, new vehicles and the changes in doctrine.

Second, it contributes to the regimental heritage by documenting the highlights of the two units, several editions of which are published on the Association's website at <https://www.12rbc.ca/laTourelle>

For several years now, the Association has funded and overseen the production of this magazine with the help of the commander of the 12^e RBC (VA) who acts as editor-in-chief. Although the items are written by serving and/or retired volunteers, the Association works with a professional company for the layout and publication. The result is magnificent and compares very favorably to all reviews of its kind published by other units within the Canadian Armed Forces and even among our Allies.

Maintenance fund and hosting of the Association's website: Redesigned in 2020, this website contains relevant information on the Association, the Trust and the two units of the 12^e Régiment blindé du Canada. In the near future it will also include the Order of the Star of Trois-Rivières (OETR). The site provides a platform for the sale of regimental effects and accoutrements through the Kit Shop tab. It also contains all key documents governing the Association, the Trust and the OETR. The minutes of the general meetings as well as all documentation on the scholarship program including how to apply for scholarship can also be found on the site. It also features the nominal roll of members by chapter membership. Eventually, in the near future, the website, via the members-only portal, will be used to maintain the list of regimental contacts for active and retired members.

Maintaining and updating this very useful and practical website is no small feat. Our webmaster does his best, but it is important to note that there is a fee to host the site on a server as well as for the services of professional web developers.

Assistance fund and tribute to veterans: Before 2021, although the Association of the 12^e RBC was engaged in many activities for the benefit of its members, few, if any, aimed to help our veterans (active or retired) going through difficult times. Similarly, the Association had no program to pay tribute to its fallen members. This is why in 2021, the Association has set up such a program.

Since then, \$500 of this fund is allocated to help a veteran who is in a precarious situation. The Board of Directors has also agreed to fund the purchase and training of a service dog for a Douzième in service who is in need. This fund also financed the installation of a regimental flag in the cemetery of Arvida where rests a Douzième who died on operation. Finally, this fund is used to finance bouquets and wreaths of flowers at funerals of veterans of the Regiment. The costs of such floral arrangements are not negligible ranging from 80 – 100 \$ per unit.

Funds in favor of the museum: Although the regimental museum located at the Trois-Rivières, armory receives annual public funds from the History and Heritage Directorate of the Department of National Defence, these funds come with limits on their use. Among other things, they cannot be used to maintain ceremonial uniforms, a program dear to both regiments. The museum also needs discretionary funds that it can use to host dignitaries and thank its volunteers on occasion.

General Fund: This fund is used to finance all administrative aspects of the Trust such as corporate fees, external audit fees, subscription fees to a videoconferencing platform, bank fees, postage, etc.

So, dear Twelfth, members of the Order of the Star, partners and friends of the 12^e RBC, the 12^eRBC is appealing to your generosity as it officially launches its 2022 fundraising campaign. These donations can

PROTECTED A

PROTECTED A

be made in many ways. They can be in the form of a check made out to Trust du 12^e RBC, by means of an electronic transfer via the email address of the treasurer (bruno_bergeron@hotmail.com), or via the Association's website at <https://www.12rbc.ca/soutenir-lassociation/>

Annex B

How to make a donation?

There are three ways to make a donation to the 12^e Régiment blindé du Canada Trust:

Option 1 – How to make a donation through CENTRAIDE

Those still on active duty will be able to make a donation as part of the workplace campaign if they wish. All you have to do is specify that you want your donation to be made to the 12^e Régiment blindé du Canada Trust.

Option 2 - By cheque

Make a cheque and send it to the following address: M. Bruno Bergeron

Treasurer
Association of the 12^e Régiment blindé du Canada
554 des melezes Shannon, QC, G3S 0P9

Option 3 – Via the PayPal account of the Trust

To donate by credit card or PayPal, visit the Association's website at https://www.paypal.com/donate?hosted_button_id=N2TUAUSYJ5T88

Additional information:

When making your donation, do not forget to provide your **name, postal address and e-mail address** and, if you wish, the program to which you wish your donation to be attributed. If there is no clarification on where the donation should be allocated, it will be allocated to the General Trust Fund and the Board of Directors will consider what programs these funds should be used for.

Tax return: This is what your receipt will look like.

	Fiducie du 12^e Régiment blindé du Canada <i>Manège militaire Général-Jean-Victor-Allard, CC, CBE, DSO, GOC, CD, ED</i> 574, rue Saint-François-Xavier, Trois-Rivières (Québec) G5A 5H4
Reçu	Enregistrement Fédéral : 89326 0281 RR0001 Agence du Revenu du Canada https://www.canada.ca/fr/services/impots/bienfaisance.html
No :	Date du don (J/M/A): Date de l'émission du reçu (J/M/A): Émis à : Trois-Rivières, QC Montant reçu: Montant admissible pour fins d'impôt:
Reçu de :	
Adresse:	
Merci de soutenir la Fiducie du 12 ^e RBC dans ses efforts pour promouvoir et préserver le patrimoine régimentaire	Stephen Lacroix Président

PROTECTED A