



## **2004-2005 Annual Activity Report**

Brandon Salutes' is a volunteer organization whose activities and functions are based upon the goal of strengthening the community connection that exists between the Brandon, Cornwallis and CFB Shilo communities. We strive to highlight how our communities are already intertwined, and provide opportunities for our communities to grow closer. We encourage awareness of the different lifestyles that exist in the civilian and military communities, and through understanding of each other's viewpoints, build stronger relations between all.

Brandon Salutes is successful if we continue to raise awareness amongst and engage many different people from our community groups.

In keeping with our mission statement; "Brandon Salutes fosters unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership" Brandon Salutes has achieved the items listed below in the 2004 – 2005 year.

From an organizational perspective, Brandon Salutes developed a logo, mission statement, conflict of interest guidelines, terms of reference, a privacy policy, a public relations plan which has been updated to reflect accomplishments, goals and objectives as well as a website.

In tune with our mission statement, Brandon Salutes has developed and implemented the following programs and initiatives:

- Press conference
  - A press conference was organized to officially launch Brandon Salutes and generate interest and awareness as to the goals of the committee. The press conference has been followed up with regular press releases.
- Volunteer program
  - Recognizing the strength of the committee lies in active participation from the community, Brandon Salutes has developed a volunteer program. Information is available online at [www.brandonsalutes.ca](http://www.brandonsalutes.ca) or through the Chamber of Commerce and Economic Development offices.
- Business incentive program

- A list of local businesses that offer discounts to military members and their families has been developed and posted online. The list continues to be updated.
- Brandon Salutes profiles
  - To increase awareness, Brandon Salutes spurred media coverage of community members that are linked with the military.
- Community hosting program
  - While still in its infancy, Brandon Salutes has developed a community hosting program, whereby local families have military families over for supper. The informal setting fosters connectivity between the two communities and strengthens the feeling of belonging.
- Speakers bureau
  - Brandon Salutes has formalized a means of providing military related speakers to local organizations in our effort to increase awareness of the unique challenges and contributions the military community contributes to our community.
- Recognition program
  - To recognize the special contributions that military and civilian members make with regards to military members, Brandon Salutes developed a formal recognition program to honour these contributions. To date two “official salutes” have been offered. One was presented to a community member and the second a long time resident that has an official role with the military as well as extensive volunteer ties. Both salutes can be viewed online at [www.brandonsalutes.ca](http://www.brandonsalutes.ca)
- Education pieces
  - An educational brochure was developed and shared through the community and CFB Shilo aimed at raising the profile of Brandon Salutes and defining our role within the community.
  - A full page advertorial was published in the Wheat City Journal.
- Web based photo library
  - Photos capturing military / community events continue to be added to the Brandon Salutes website.
- Promotional materials
  - Brochure
    - Two versions of a Brandon Salutes brochure were profiled. One was developed to increase awareness of Brandon Salutes and its goals. The second was developed to promote what Brandon Salutes could do for the community and what they could do for military members and their families.

- Banner
  - A Brandon Salutes banner has been developed that will facilitate promotion of Brandon Salutes and the presence of the military community at various community events.
- Signage program
  - Business signage
    - In order to raise the awareness of Brandon Salutes and provide an opportunity for local businesses and community members to show their support for military members and their families, a signage program including indoor and outdoor portable signage, window painting, tent cards and window decals was developed and promoted throughout the community.
  - Street banners
    - In order to raise the awareness of Brandon Salutes and provide an opportunity for local businesses to show their support for military members and their families, a signage program including street banners and permanent signage was developed. The street banners will be erected shortly and fund raising continues for the permanent signage.

Brandon Salutes continues to strive to strengthen the community connection that exists between the Brandon, Cornwallis and CFB Shilo communities.