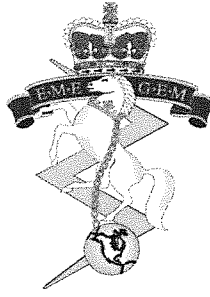


Office of Director RCEME  
National Defence Headquarters  
Ottawa, Ontario K1A 0K2



2184-1000-1 (Asst SO RCEME)

29 April 2016

Distribution List

**DIRECTOR RCEME COMMUNIQUÉ**  
**No 05/2016 THE RCEME CORPS FUND SURVEY**

Refs: A. Promulgation of the New Non-Public Property Donation and Sponsorship Policy, 13 July 2015.  
B. Constitution of the Fund of the Corps of RCEME, 1 January 2016  
C. D RCEME Communiqué No 01/2016, 18 March 2016

AIM

1. During the last meeting of the RCEME Corps Fund (2<sup>nd</sup> March 2016), discussions on the methods of making up a significant annual funding gap were raised. D RCEME asked the Board of Directors (BOD) Regional members to take the issue to their constituents and report back to the next meeting of the BOD with the results. The purpose of this communiqué is to provide suggested structure for your surveys/discussions and to set the date for submission so that your input can be analyzed and a decision can be rendered at the August 2016 meeting.

**BACKGROUND**

2. Coincident with the merger of the Corps Fund and the Associations, the Corps of RCEME will open a RCEME Annex to the Communication and Electronics Museum in Kingston this year. There is also a longer term vision to open our own stand-alone museum. In the absence of a dedicated source of funding for the museum (Foundation or other source of outside revenue) the operation and maintenance costs of running the museum falls into the RCEME Corps Fund. The annual expenses for the Annex alone have been conservatively estimated to be at least \$30k per year, while the opening of a new Museum, circa 2020, will have recurring costs of at least \$225k/year (note: \$75k of \$225k are planned for construction project management).

3. Further to the above, and as outlined in Ref C, the Corps 75th Anniversary will be celebrated in 2019. Planning is well underway and events are being planned across Canada. Although it is hoped that many events will be "self sufficient" through local fundraising, we already know that National level fundraising will be required to support some events.

4. In addition, Ref A outlines the new policy for NPP entities (i.e. the RCEME Corps Fund) to acquire donations and sponsorships from private industry. This has increased the difficulty of acquiring these donations and sponsorships. Although the BOD Fundraising Committee is developing a strategy to properly solicit and obtain Corporate donations, it is clear that both annual membership dues and voluntary donations will continue to be a very important aspect in mitigating the strain on the RCEME Corps Fund as we move to the future.

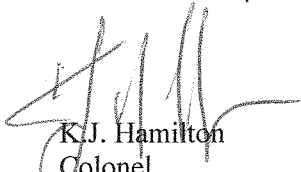
## DISCUSSION

5. In accordance with Ref B, current monthly Fund dues is set at \$2.00 per member regardless of rank. At this level annual expenses will exceed annual revenue. Over the course of last year, it was identified to all stakeholders that additional fundraising would be needed. Ref C introduces the idea of a voluntary, tax deductible donation (for donations over \$10) and other fundraising activities in order to supplement the RCEME Corps Fund. The limitation of a purely voluntary donation scheme is that it provides no level of predictability on the amount of additional income expected and makes longer-term financial commitments and plans, such as those that must be made to the museum or the RCEME 75<sup>th</sup> Anniversary, risky. The idea of a “suggested” tax deductible donation schedule, scaled based on rank, would have provided increased predictability, but was not supported by BOD.
6. Given the increasing pressure on the RCEME Corps Fund, it is important that we finalize and implement a fundraising strategy as soon as possible. In view of the above summary and previous discussions/direction at BOD, all BOD members are requested to address the following issues with their respective constituents and provide feedback as indicated below:
  - a. Is the RCEME Corps Fund membership comfortable with raising dues across the board and, if so, to what level? As an example, for every \$1.00 that monthly membership is increased, it is expected that annual revenues to the Corps Fund would increase by about \$36,000. If increasing membership dues is not palatable, what are the recommended alternatives?
  - b. As it relates to membership voluntary tax deductible donations, what are the recommendations on how best to manage this campaign on an annual basis? Note that in a couple of months it is expected that the Corps web-site will have separate portals available to allow both membership dues and voluntary donations to be done separately on-line.
7. Since it is important to capture as broad a spectrum of opinion (Reg Force, Reserves, Retirees) as possible, BOD members are requested to solicit opinions accordingly and provide as detailed an analysis as possible supporting their recommendations.


CONCLUSION

8 In order to provide adequate time for analysis of the feedback prior to the next BOD meeting, it is requested that you submit your feedback/returns to Capt Gary Dzeoba, 705-424-1200, ext 2020, NLT 27 May 2016. Questions may be directed to LCol Dencsak, Chair Admin Cte, 705-423-2383.

*Arte et Marte*



K.J. Hamilton  
Colonel  
Director RCEME



J.J.D. Dubuc  
Chief Warrant Officer  
RCEME Corps SM

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