



2006-2007 Annual 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, RM of Cornwallis and CFB Shilo communities. This organization was formulated in 2004 for the purpose of encouraging awareness of the different lifestyles that exist in the civilian and military communities, and through understanding of each other's viewpoints, building stronger relations between all.

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 continues to expand on previously developed initiatives as listed below.

➤ Website

- Brandon Salutes continues to provide up to date information to the community through its website at www.brandonsalutes.ca.

➤ Business incentive program

- A list of local businesses that offer discounts to military members and their families continues to be updated.

➤ 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 five "official salutes" have been offered. Two of these salutes were issued in 2006 and one in 2007. All salutes can be viewed online at www.brandonsalutes.ca.

➤ Web based photo library

- Photos capturing military / community events continue to be added to the Brandon Salutes website.

➤ Promotional materials

- Brochure

- Brandon Salutes brochures continue to be used to increase awareness of Brandon Salutes and its goals.
- Banner
 - A Brandon Salutes banner was developed to facilitate promotion of Brandon Salutes and the presence of the military community. This banner continues to be used at various community events.
- Signage program
 - 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 in 2004/2005. The street banners are located throughout the City and are continuously monitored with repairs undertaken as required; however no new banners will be sold from this point on. While the banners have served a very valuable purpose, there have been issues of longevity that has warranted discontinuation of the program.
 - Billboards
 - Utilizing funds raised through the Street Banner program and grants secured from other sources, three billboard signs have been erected – 1st Street and Veteran's Way; Highway 10 South and Highway 10 North.

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

➤ Looking Forward

With the deployment of approximately 800 military personnel to Afghanistan in February 2008, the Brandon Salutes Committee has taken on the privilege of organizing a welcome home event upon their return in the fall of 2008. This afternoon event will include military personnel, their families, and the general public and is intended to welcome the soldiers home and to show our appreciation and support.