

PIONEERING WOMEN

BEHIND THE POPPY

The poppy has generated **£190 million** in the UK in the last 10 years alone to help our Armed Forces community.

Do you know the story of how the poppy came to be a symbol of remembrance and the women who made it happen?



Moina Michael

American Professor and humanitarian.

Anna Guérin

French founder of the American and French Children's League, and activist.

Lady Dorothy Haig

Founder of Lady Haig's Poppy Factory.

3 May 1915

Lieutenant Colonel **John McCrae** writes *In Flanders' Fields*.

8 December 1915

Punch magazine publishes *In Flanders' Fields*.

9 November 1918

Ladies Home Journal reprint *In Flanders' Fields* and is read by **Moina Michael** who makes it her personal pledge to wear a red poppy to remember the dead. She campaigns tirelessly for the poppy to be the symbol of remembrance for the Servicemen who had died. She sold red silk poppies as a means of raising funds to assist disabled ex-Servicemen.

11 November 1918

The First World War ends. Some 8.7 million British and Empire soldiers served, of which almost one million died. Thousands of ex-Servicemen, many now disabled, find themselves without a job, money or support.

15 May 1921

The British Legion is formed by **Earl Haig** to help all ex-Servicemen and their families, regardless of rank. But how could they raise more money? They needed a symbol.

January 1921

Earl Haig is anxious that 11 November become a real 'Remembrance Day' to raise money for ex-Servicemen and their families.

29 September 1920

Anna Guérin attends the Georgia Convention of The National American Legion and sees the fundraising potential of the Michael's poppies. On her return to France she founded the 'American and French Children's League' and organises French women, children and disabled veterans to make artificial poppies out of cloth. Working with **Moina Michael**, **Guérin** made arrangements for the first nationwide distribution of poppies in America.

11 November 1919

First Armistice Day is held. All over Britain families and friends of the dead mourn loved ones.

1921

Anna Guérin meets **Earl Haig** and persuades him to adopt the poppy as an emblem for The British Legion. Nine million poppies are ordered from France for Remembrance Day 1921.

October 1921

First British Legion Poppy Day Appeal is launched. Organised by **Anna Guérin** the money raised from the sale of artificial French-made poppies is given to British ex-Servicemen in need of welfare and financial support. Letters are sent to newspaper editors to urge the British public to wear the new red poppies as a mark of Remembrance.

March 1922

The first Poppy Appeal raises £106,000 across the UK - nearly £3.5m in today's money.

1922

To keep up with demand a poppy-making factory is opened in London. It employs 150 disabled veterans to make 30 million poppies.

1926

All profits raised from the sale of Scottish poppies goes to ex-Servicemen and their families in Scotland. Grants were given for rent, clothes, rail fares to job interviews, false teeth, funerals and even emigration.

1926

Lady Haig's Poppy Factory is set up on the Royal Mile in Edinburgh to make three million poppies for the Scottish Poppy Appeal. The factory gave disabled veterans paid work, comradeship and a sense of purpose. The machines were designed so someone who had lost an arm could make poppies.

February 1926

Lady Haig persuades the Earl Haig Fund that Scotland needs its own poppy factory to cope with the increasing demand for poppies. It was at this stage that a distinct design for poppies made in Scotland, bearing four petals and no leaf, came about.

1923

The Earl Haig Fund Scotland is established by **Earl Haig** to help ex-Servicemen and their families in Scotland.

2006

The Earl Haig Fund changes its name to **Poppyscotland**. The money raised enables Poppyscotland to provide tailored support and funding to thousands of ex-Servicemen and women as well as other vital services in advice, employment, mobility, respite, housing and mental health support.

2017

Lady Haig's Poppy Factory still operates and hand assembles all of Scotland's poppies, wreaths and symbols of remembrance.

See more at: ladyhaigspoppyfactory.org.uk



Today the poppy is:

A powerful symbol of Remembrance and hope
Worn by millions
Red for the natural colour of field poppies

The poppy is not:

A symbol of death or blood
A sign of support for war
A reflection of politics or religious beliefs

Wearing a poppy:

Is a personal choice
Is not compulsory
Is appreciated by all those it helps



poppyscotland.org.uk/learning



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BOIREANNAICH ADHARTACH

AIR CÙL A' CHROM-LUIS

Tha a' chrom-lus air **£190 millean** not a chruinneachadh anns an RA anns na 10 bliadhna mu dheireadh gus coimhearsnachd nam Feachdan Armaichte a chuideachadh.

A bheil fhios agad air an sgeul mu mar a thàinig an crom-lus gu bhith na ìomhaigh cuimhneachaidh agus na boireannaich a thug sin gu buil?



Moina Michael

Àrd-ollamh Aimeireaganach agus neach-daonnachdach.

Anna Guérin

Bana Fhrangach a stèidhich Lig Chloinne Aimeireaganach agus Frangach, agus iomairtiche.

Bean-usal Dorothy Haig

Stèidhich i Factaraidh Chrom-lusan Bean-usal Haig

3 Cèitean 1915

Leifteanant Còirnealair **John McCrae** a' sgrìobhadh *In Flanders' Fields*.

8 Dùbhlachd 1915

Iris punch a' foillseachadh *In Flanders' Fields*.

9 Samhain 1918

Iris Dachaigh Mhnathan ag ath-fhoillseachadh *In Flanders' Fields* agus **Moina Michael** ga leughadh agus tha i a' mìonnachadh crom-lus dearg a chur oirre gus cuimhneachadh air na mairbh. Tha i ag iomairt gun sgur airson a' chrom-lus a bhith na ìomhaigh cuimhneachaidh airson nan Seirbheisich a bha air bàsachadh. Reic i crom-lusan sìoda, dearg mar dhòigh air airgead a chruinneachadh gus ciorramaich a b' àbhaist a bhith anns na Seirbheisean a chuideachadh.

11 Samhain 1918

Thàinig A' Chiad Chogadh Mòr gu crìch. Bha mu 8.7 millean saighdear Breatannach agus bhon Ìmpireachd an sàs ann, agus dhiubh sin chaill faisg air millean dhiubh am beatha. Tha na mìltean de dh'fheadhainn a bha nan Seirbheisich, a-nis ciorramach, agus iad gun dreuchd, gun airgead agus gun taic.

15 Cèitean 1921

Tha Lèigiun Bhreatainn air a stèidheachadh le **Larla Haig** gus gach neach a bha anns na Seirbheisean agus an teaghlaichean a chuideachadh, ge bith gu dè an ìre aig an robh iad. Ach ciamar a chruinnicheadh iad airgead? Dh'fheumadh iad ìomhaigh.

Am Faoilleach 1921

Tha Larla Haig airson dèanamh cinnteach gum bi 11 Samhain air a chomharrachadh mar fhìor 'Latha Cuimhneachaidh' gus airgead a chruinneachadh do dhaoine a b' àbhaist a bhith nan Seirbheisich agus an teaghlaichean.

29 Sultain 1920

Tha **Anna Guérin** a' dol gu Co-chruinneachadh Georgia de Lèigiun Nàiseanta Aimeireaganach agus tha i a' faicinn gu bheil cothrom ann airgead a chruinneachadh le crom-lusan Micheal. Air dhith tilleadh dhan Fhràing stèidhich i 'Lig Chloinne Aimeireaganach agus Frangach' agus tha i a' cur air dòigh gum bi mnathan, clann Fhrangach agus feadhainn a bha nan Seirbheisich Fhrangach a' dèanamh crom-lusan fuadain a dhèanamh à clò. Ag obair le **Moina Michael**, rinn **Guérin** ullachadh airson a'chiad sgoileadh de crom-lusan ann an Aimeireaga.

11 Samhain 1919

A' Chiad Latha Cuimhneachaidh air a cumail. Air feadh Bhreatainn, tha teaghlaichean agus caraidean a' caoidh nam feadhainn a chaidh a chall.

1921

Anna Guérin a' coinneachadh ris an **Larla Haig** agus ga bhrosnachadh gus an crom-lus a thaghadh mar ìomhaigh Lèigiun Bhreatainn. Chaidh naoi millean crom-lus òrdachadh bhon Fhraing airson Latha Cuimhneachaidh 1921.

An Dàmhar 1921

Chaidh a' Chiad Iomairt Crom-lus Lèigiun Bhreatainn a chur air bhonn. Air a chur air dòigh le **Anna Guérin**, chaidh an t-airgead a chaidh a thogail le bhith a' reic crom-lusan fuadain a chaidh a dhèanamh san Fhràing a thoirt do dh'fheadhainn a bha nan Seirbheisich agus a bha feumach air taic shochairan agus ionmhasail. Tha litrichean air an cur gu luchd-deasachaidh phàipearan-naidheachd gus sluagh Bhreatainn a bhrosnachadh gus na crom-lusan a chaitheamh mar chomharra Cuimhneachaidh.

Am Màrt 1922

Tha a' chiad Iomairt Crom-lus a' togail £106,000 thar na RA gu lèir - faisg air £3.5m ann an airgead an latha an-diugh.

1922

Gus an t-iarrras a choileanadh, chaidh factaraidh crom-lusan fhosgladh ann an Lunnainn. Tha 150 de dh'fheadhainn a bha nan Seirbheisich agus a tha a-nis ciorramach a' faighinn cosnadh a' dèanamh 30 millean crom-lus.

1926

Tha gach prothaid a chaidh a dhèanamh bho bhith a' reic nan crom-lusan a' dol gu feadhainn a bha nan Seirbheisich agus an teaghlaichean ann an Alba. Chaidh tabhartasan a thoirt airson màl, aodach, faraidhean rèile gu agallamhan obrach, fiaclan fuadain, tòraidhean agus fiù 's eithreachd.

1926

Tha Factaraidh Crom-lus Bean-usal Haig air a stèidheachadh air a' Mhìle Rìoghail ann an Dùn Èideann gus trì millean crom-lus a dhèanamh airson Iomairt Crom-lus na h-Alba. Thug an fhactaraidh cosnadh do chiorramaich a b' àbhaist a bhith anns na seirbheisean agus thug e companas agus spionnadh dhaibh. Bha na h-innealan air an dealbhadh gus am b' urrainn do chuideigin a chail gairdean na crom-lusan a dhèanamh.

An Gearan 1926

Tha a' **Bhean-usal Haig** a' brosnachadh Maoin Larla Haig gus aontachadh gu bheil feum aig Alba air factaraidh crom-lusan dhi fhèin gus dèiligeadh leis an iarrras a tha a' sìor èirigh airson nan crom-lusan. B' ann aig an ìre seo a thàinig dealbhachadh eadar-dhealaichte air crom-lusan a chaidh a dhèanamh ann an Alba, le ceithir flùr-bhileagan agus gun duilleag, gu bith.

1923

Chaidh Maoin Larla Haig Alba a stèidheachadh le **Larla Haig** gus feadhainn a bha anns na feachdan agus an teaghlaichean a chuideachadh ann an Alba.

2006

Dh'atharraich Maoin Larla Haig ainm gu **Poppyscotland**. Tha an t-airgead a chaidh a chruinneachadh a' leigeil le Poppyscotland taic shònraichte a thoirt do mhillean de dhaoine a bha anns na seirbheisean cho math ri seirbheisean eile le comhairle, cosnadh, gluasdachd, faochadh, taigheadas agus taic slàinte-inntinn.

2017

Tha Factaraidh Chrom-lusan Bean-usal Haig fhathast ann agus bithear a' dèanamh crom-lusan, blàthan-fhleasg agus ìomhaighean cuimhneachaidh na h-Alba. Faic barrachd aig: ladyhaigspoppyfactory.org.uk



An-diugh tha an crom-lus na:

Ìomhaigh chumhachdach cuimhneachaidh agus dòchais
Air a chaitheamh le milleanan

Dearg airson dath nàdarraich nan crom-lusan

Chan eil an crom-lus na:

Ìomhaigh bàis no fala
Chomharra air taic do chogadh
Rìochdachadh air poilitigs no creideamh

'S e th' ann a bhith a' caitheamh crom-lus ach:

Roghainn phearsanta
Rud nach fheumar dèanamh
Rud a tha iadsan a tha a' faighinn cuideachadh às taingeil air a shon