

**BUDDY POPPY & NATIONAL HOME**  
**CHAIRMAN: LAURA CHERMAK**  
**18951 Acacia St., Fountain Valley, CA 92708-6501**  
**(714) 968-3104; E Mail: Boblaura728@hotmail.com**

**Buddy Poppy®**  
**Nothing symbolizes the VFW's pledge to**  
**Honor the Dead by Helping the Living**  
**Like the Buddy Poppy**  
**The Flower of Remembrance**

### **PROGRAM GOALS**

- **Buddy Poppy® National Display**
- **Buddy Poppy Education**
- **VFW National Home Education and Community Outreach**

Since 1922, The Buddy Poppy® is the VFW official memorial flower, representing the blood shed by American service members. Inspiration for the Buddy Poppy® came from the poem by Col. John McCrae "In Flanders Field"

Wear a Buddy Poppy every day to educate, promote and communicate to the public the importance of the Buddy Poppy. Educate schools, youth organizations by supplying them with the Buddy Poppy brochures

Auxiliaries are encouraged to work closely with their post to promote their campaign. Of course the auxiliary can do their own campaign.

Our goal is to Honor the Dead by Helping the Living". For Publicity write a short article on the Buddy Poppy and explain what the funds are used for. Contact your community calendar and list your Buddy Poppy distribution on the calendar. You can also contact your city for a Buddy Poppy Proclamation.

REMEMBER You are not "selling". You are distributing. NEVER REFUSE someone a poppy because they are unable to contribute. A Poppy worn honors all veterans.

Reach out to youth groups, scouts and community groups and churches to have them volunteer for your distribution and then be sure to recognize them for this help and support. It goes a long way. Wear some VFW Auxiliary apparel or patriotic clothing to identify you as a VFW Auxiliary member and SMILE and say Thank You. Let them know their donations are placed in the Relief Fund for the welfare of our disabled, hospitalized and needy veterans, their families and the VFW National Home for Children.

- 1.5 cents supports our Department Service Fund
- 1 cent supports National Service Fund
- 1 cent supports the VFW National Home for Children.

Make sure everyone knows the dates, time and place of your distribution. You are permitted to distribute anytime not just Memorial Day and Veterans Day. **EVERY DAY IS BUDDY POPPY DAY**. Use your poppies from last campaign to make corsages, table decorations etc. You can give them to hospitalized veterans and receive credit for Buddy Poppy and Hospital.

### **Buddy Poppy Displays:**

Every time you display the Buddy Poppy you tell the story of the sacrifices made by military veterans and make our communities more aware of the cost of freedom and the reason for conducting a Buddy Poppy campaign.

For rules, deadlines, judging and awards for the Buddy Poppy Display Contest visit

1. Public Promotion
2. Memorial or Inspirational Displays.
3. Artistic or decorate use of poppies.

One poppy must be in original form for each category.

Our communities (especially our youth) need to be educated as to how these red flowers came about. They need to recognize the sacrifices made by our veterans.

Order from the VFW Department Headquarters or share expenses and get them from your post or visit the VFW Store for supplies.

Promote the program in your Family Freedom Festival with Buddy Poppies stories, bookmarks and other items from the VFW Store to benefit your post and auxiliary.

***"Believe - We Can Do It". "360 degrees for our veterans and their families".***

REPORT all activities involving Buddy Poppy and VFW National Home. One copy to me, 1 copy to District Chairman and one copy for the auxiliary.

Send to Laura Chermak, 18951 Acacia Street, Fountain Valley, CA 92708.

Educate yourself on the history of the Buddy Poppy at [www.vfw.org/community/](http://www.vfw.org/community/)

For the Chairman's Guide see [www.vfw auxiliary.org/resources](http://www.vfw auxiliary.org/resources).

### **VFW National Home for Children**

The VFW National Home for Children, founded in 1925 and for more than 90 years has served as a "living memorial" to Military Families of active-duty military, , veterans and his or her family in difficult times and families of VFW and auxiliary descendants. They must be motivated, ready

for change and willing to work hard. The Veterans & Family Helpline , 1-800-313-4200 staffed by professionals help callers with their needs or email [help@vfwnationalhome.org](mailto:help@vfwnationalhome.org) . Make use of the Military & Veteran Family Helpline for veterans and/or families in need. Enter this number in your cell phone for easy reference.

There are 42 single family homes on 629 acres of which California supports the California home and California/Nevada home by donating \$ .10 cents per member based on the membership on June 30, 2018. You can donate online in Malta. See National Program Book, page 9 for directions or donate by mail by mailing a check earmarked Health & Happiness Fund to VFW National Headquarters, Attn: Health & Happiness Fund, 406 W. 34<sup>th</sup> Street, Kansas City, Mo 64111. For the upkeep of California and California/Nevada homes (Sunshine Fund) send donations to Department of CA.

Health & Happiness Funds are used for Christmas, Birthdays, Graduation and supports 5 buildings that the VFW auxiliary supports. Mainly the Chapel, Nursery, Guest Lodge, Health & Happiness Building and the Community Center,

Life Membership is the oldest fund raising program for the home. The money is placed in the Endowment Fund and only the interest is used to support the operating budget. Donations of \$100.00 for the Endowment Fund are sent to:

**National Headquarters,  
406 W. 34<sup>th</sup> Street, 10 Floor  
Kansas City, MO 64111**

The National Home also sells t-shirts, sweatshirts, pins, and pens. Whatever we do for them does make a difference.

If you are interested in having our National Home Trustee (Renee Fulk) visit a department meeting or conference to help promote the National Home let her know. She can provide brochures and also give a power-point presentation. You are invited to visit at any time, just call and let them know when you plan to visit. They have a Guest Lodge where you would be able to stay . For more information visit the National Home website [www.vfwnationalhome.org](http://www.vfwnationalhome.org) Educate your community, your members and yourself.

Please don't hesitate to contact me if there is anything I can do to assist you in this program or have questions. My number is 714/968-3104. If I do not answer, please leave a message and I will return your call. Or email [boblaura728@hotmail.com](mailto:boblaura728@hotmail.com)

***Believe - We Can Do It", "360 degrees for our veterans and their families".***

- REPORT all your activities involving Buddy Poppy and VFW National Home.
- One copy to me, 1 copy to District Chairman and
- One copy for your auxiliary

Send to

Laura Chermak  
18951 Acacia Street  
Fountain Valley, CA 92708

## RESOURCES

### **History of the Buddy Poppy**

[www.vfw.org/community](http://www.vfw.org/community)

[www.vfwauxiliary.org/resoures](http://www.vfwauxiliary.org/resoures)

VFW Store [www.vfwstore.org](http://www.vfwstore.org) or call 1-8000-826-2606

### **Promotion:**

Order bookmarks from VFW Store

Make corsages, boutonniere for guests at ceremonies

Add to Holiday Gift bags

Add to candy canes at Christmas gatherings.

Add to Get Well and Thinking of You cards

Wear a Buddy® Poppy every day to promote the program .

Publicize your distribution by submitting a press release to your local newspaper

Add to post/auxiliary website, Facebook, Instagram etc.

### **Publicity:**

Take posters to local stores and ask permission to post them.

Ask your city for a Proclamation

### **Education:**

Hand out the VFW Buddy® Poppy Story at your distribution

Wrap or tie a poppy to a pen or pencil to share with students.

### **Chairman's Guide**

[www.vfwauxiliary.org/resoures](http://www.vfwauxiliary.org/resoures)

### **VFW National Home for Children**

[www.vfwnationalhome.org](http://www.vfwnationalhome.org).

### **Military & Veterans Family Helpline**

[www.vfwhelpline.org](http://www.vfwhelpline.org) or call 1-800-313-4200

## NATIONAL AWARDS

**AWARDS FOR AUXILIARIES**

1. Award to one auxiliary in each Department with the best community outreach and or involvement of the Buddy Poppy through distribution, education and publicity. Nomination from Department Buddy®Poppy/VFW National Home Chairman required.
2. Citation to each Auxiliary that contributes a gift of \$ .25 cents or more per member to the Health & Happiness Fund based on June 30, 2018 membership.

**DEPARTMENT AWARDS****DEPARTMENT LEGACY AWARDS.**

Buddy Poppy® In Honor of PDP Mary Bellon  
VFW National Home for Children In Honor of PDP Shirley Calvert