

January 2024 Hospital Promotion Department California

*Do what you can to show you care about other people
And you will make our world a better place.*

Rosalyn Carter

Happy New Year to all of you and I hope that your holidays were filled with warm and beautiful memories. I want to say how proud I am of our Department because our auxiliaries and its members really made extraordinary efforts to deliver wonderful memories for our Veterans in the hospitals, nursing homes, CLC, hospice, adult day-care centers, etc. The reports I am receiving are amazing and you really made a difference in many lives.

Valentines for Veterans

Every year all VA Medical Centers host “**National Salute to Veterans**” the week of February 14. This year the dates are February 11-17. The purpose of this event is to honor and pay tribute to the brave military Veterans who receive care at our VA medical facilities. The event also seeks to create more awareness about the importance of our VA Medical Centers and encourage more people to visit and volunteer. I encourage you to reach out to your VA Medical Center and find out what they have planned for this week. There is usually something going on every day and many hands are needed for a successful week. You can volunteer as an auxiliary or as an individual. Be creative and have fun with your ideas: homemade or store-bought signed Valentines, theme bags filled with treats, socks, comfort items, cards, puzzle books, Canteen gift cards. I love giving out back scratchers! Also, reach out to local schools, church groups and other volunteer groups. This is an excellent opportunity to involve your community. **Just be sure to have fun!**

Our 2023-2024 year is over half-finished and I want to remind you of the awards that are available for both Members and Auxiliaries.

Members:

1. Citations to one VFW Auxiliary member in each of the 10 Program Divisions who recruits the most (VA and non-VA facilities) volunteers from July 1, 2023 to March 31, 2024.
2. “Hospital Volunteer Recruiter of the Year” plaque awarded to one Auxiliary member in the nation who recruits the most volunteers.
3. Citation to the “Outstanding Hospital Volunteer of the Year” in each of the 10 Program Divisions.

Auxiliaries:

1. Most outstanding activity and/or event that recognized veterans on non-traditional holidays.
2. Citation to every Auxiliary that hosts an activity and/or event that recognizes veterans on non-traditional holidays. Entry form required and available in MALTA Member Resources.

3. Citation and \$25 to one Auxiliary in each of the Four Conferences that hosts the most outstanding activity and/or event recognizing veterans on non-traditional holidays

The deadline for the awards is March 31, 2024 and the forms can be found on our website under the Hospital Program. Be sure to read the requirements carefully.

I would like to remind the District Hospital Chairman about the money award available at our January Council Meeting. If you report to me that you have received reports from your auxiliaries and tell me which ones, you will be entered into a drawing for \$20 and the auxiliaries will be entered into a drawing for \$20 with four auxiliaries winning.

Remember that *Banding Together for our Veterans we are Stronger Together for our Veterans.*