

“Buddy”® Poppy & VFW National Home August 2024 Promotion

Department of California
Leslie Alday
BPNH Chairperson
lesmig@att.net
209-298-4469

PROGRAM GOALS

1. VFW National Home Education & Community Outreach
2. "Buddy"® Poppy Education & Community Outreach
3. National "Buddy"® Poppy Display Contest

Greetings. The “Buddy”® Poppy has been a key part of the VFW community for a number of years. As the VFW’s official memorial flower, the Poppy represents the blood shed by American service members. It reiterates that we will not forget their sacrifices.

The VFW conducted its first Poppy distribution before Memorial Day in 1922, becoming the first veterans’ organization to organize a nationwide distribution. These small but mighty memorial flowers have raised millions for the welfare of veterans and their dependents. The Poppy Program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home.

How to Order

- Contact your VFW Post to order Poppies.
 - Request the order form from your VFW Department Headquarters at least two to three months (8 to 12 weeks) in advance of your distribution date.
 - Brochures, “Buddy”® Poppy distribution supplies and promotional items can be purchased from the VFW Store at vfwstore.org or by calling 1-833-VFW-VETS.
- Honor the Dead by Helping the Living
- At the Auxiliary and Post level, all proceeds from Poppy drives are to be placed in the Relief Fund with receipts and expenditures in accordance with the Treasurer’s Guide and the Podium Edition: Bylaws and Ritual. (Sec. 904)

- “Buddy”® Poppy drives can be hosted at any time during the year – not just Memorial Day and Veterans Day. Try doing one at least once a quarter. If you have enough volunteers, host a monthly Poppy drive.
- Distribution of “Buddy”® Poppies should be included in every Auxiliary, District or Department activity including parades, patriotic events, membership drives, BINGO or trivia nights, etc.
- There are many creative ways to distribute the “Buddy”® Poppy including window displays, posters, wreaths, remembrance walls, hats, event centerpieces, etc. Let your imagination run wild!

Official National VFW “Buddy”® Poppy Display Contest

- Takes place annually at National Convention.
- Displays are judged in three (3) categories.
- This is an official National VFW contest.

Contest rules and judging guidelines, etc. are available in MALTA Member Resources. This is a VFW contest and the rules cannot change. If you have further questions after reading the rules and guidelines, please contact Lynn W. Rolf III at lrolf@vfw.org.

They will also be attached at the end of this Promotion.





VFW National Home

Guess who is turning 100 years old in 2025? Yes, the Department of California Auxiliary, but so is **The VFW National Home**.

In honor of the 100-year celebration of the VFW National Home in 2025, the National Home will be erecting and dedicating a Centennial Garden to honor 100 years of assisting and supporting America's Veterans and their Families. If you would like to honor a loved one, commemorate a special person or event, or simply leave your mark on this historic occasion, you can do so with a personalized engraved brick in the 2025 Centennial Garden (Pictured below). It is an 8x8 inch engraved brick, number of bricks are limited so get yours now. There are plenty of options to personalize the brick. For more information, please copy and paste the link provided into your web browser to see the order form with all the options and cost: <https://vfwnationalhome.org/centennial-brick/>.



Founded in 1925 as a place where families left behind by war—mothers and children, brothers and sisters—could remain together, keeping the family circle intact even when their serviceman didn't come home, the VFW National Home serves as a living memorial to America's veterans by helping our nation's military and veteran families during difficult times. Over the years, the National Home has met the changing needs of America's military and veterans' families.

The VFW National Home located in Eaton Rapids, Michigan, has helped military and veteran families who need a fresh start. Families can live there rent-free for up

to five years and have access to professional case management services, on-site licensed childcare, life skills training, tutoring and other educational services, as well as recreational and community service opportunities. Families find healing in a safe and peaceful environment of tree-lined streets, 42 single-family homes, facilities such as a gym, library, computer and science labs, day care center, playgrounds, fishing pond, hiking trails and more!

In accepting families to the program, only one thing is asked of them: They must be committed to making changes in their lives. To remain at the National Home, they are expected to demonstrate consistent progress toward family goals.

Together, in partnership with the whole family, the National Home is dedicated to helping each family reach its full potential. Even military families not living on the National Home campus can receive invaluable assistance through the National Home Helpline, which is staffed by caring professionals who help callers with urgent needs seek solutions in their own communities.

If you know someone who needs assistance, encourage them to:

- Call the Helpline at 1-800-313-4200,
- Email help@vfwnationalhome.org, or
- Visit vfwnationalhome.org/help,
 - Donations: 866-483-9642
 - General: 800-424-8360
 - info@vfwnationalhome.org
 - Mailing Address:
VFW National Home
3573 S Waverly Rd.
Eaton Rapids, MI 48827

There will also be a friendly contest in the area of VFW National Home (similar to the Buddy Poppy Contest), both at the Western Conference and throughout the year within our own Department.

Here are the guidelines for that:

WESTERN CONFERENCE DEPARTMENTS
VFW NATIONAL HOME FUNDRAISER

DECORATE YOUR DEPARTMENT HOME

- 1) Please use the VFW National Home “Home/Bank” that were given to all District Presidents at Convention and decorate it to represent your state or with a theme or let your imagination run wild.

DON NOT COVER THE MONEY RECEIPTICLE (to put donations in)
THE ROOF MUST BE REMOVABLE (to count money)

- 2) Bring your decorated house with you to our COA in October in Bakersfield (Sharonda & Deb’s Homecoming)
- 3) All our 17 homes will be displayed, and members will vote on their favorite(s) by donating in your home.
- 4) The donations will be counted and the District with the most donations will win a prize, and your “Home/Bank” will be taken to the Western Conference (Hawaii in November) to represent the Department of California.
- 5) You can use your decorated home to collect donations prior to our COA in October in Bakersfield and those donations will be counted for your home. IDEALLY, CHECK IS PREFERRED TO CASH...Bring a check payable to Department of California and Julie will combine all and write a check to VFW National Home.

SHOULD YOUR BANK BE CHOSEN TO REPRESENT DEPT OF CA,
YOU WILL BE GIVEN A “LENDER BANK TO CARRY YOU
THROUGH UNTIL YOURS IS RETURNED.

DISTRICT “HOME/BANK” CONTEST

- 1) Our FINAL judgement will take place at Department President Sharonda’s Convention in June 2025.
- 2) At least one Buddy Poppy must be used in its entirety. Tin or the original one.
- 3) House size no larger than 18 inches wide, and 18 inches long, height is the actual height of the “Home/Bank”. You may have a Flagpole up to 12 inches high.
- 4) Decorate: 3Dementional, painted, just be creative.
- 5) PRIZES: Third Place is a VFW National Home Poker Chip, Second Place will be a VFW National Homa Ball Cap, and First place will be a VFW National Home Polo Shirt.

**VETERANS OF FOREIGN WARS OF THE UNITED STATES
PROGRAMS DEPARTMENT
“BUDDY”® POPPY PROGRAM**

NATIONAL CONVENTION “BUDDY”® POPPY DISPLAY CONTEST

These guidelines have been designed to place emphasis on the purpose and effectiveness of the displays. It is suggested and recommended that Department (State) contests rule be established in a like form.

RULES

(1) Displays will be presented and judged in three categories:

- CATEGORY 1.** **Public Promotion of Poppy Campaign** (Window, booth, parade, poster displays, campaign promotions, etc.)
- (a) Displays must be designed for public exposure and must bear a message soliciting a donation for and wearing of the VFW “Buddy”® Poppy.
 - (b) At least one (1) of the Poppies used in the display must be in its original form and color, with label attached.
- CATEGORY 2.** **Memorial or Inspirational Displays** (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
- (a) Displays must be designed to honor the dead, to inspire devotion to God and Country, or to dramatize the activities supported by the “Buddy”® Poppy.
 - (b) At least one (1) of the Poppies used in the display must be in its original form and color, with label attached.
- CATEGORY 3.** **Artistic or Decorative Use of Poppies** (Post Home displays, table center-pieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)
- (a) Any display not meeting the qualifications for Categories 1 or 2 shall automatically be entered in Category 3.
 - (b) At least one (1) of the Poppies used in the display must be in its original form and color, with label attached.

(2) Departments purchasing over 250,000 Poppies will be allowed two (2) displays in each of the three (3) categories for the National Display Contest ... all others will be allowed one (1) display in each of the three (3) categories, no deviations.

(3) The National Programs Committee shall have no responsibility in setting up, taking down or returning displays.

(4) Displays shall be set up in space provided in the convention facility. Prior to setting up the display, the responsible person must register with the "Buddy"® Poppy desk and complete an entry form (unless one was forwarded earlier, approved by Department) which will show the category of competition, the number of Poppies used, the purpose of the display, the Post and/or Auxiliary number and location, and the name of the person who will dismantle and remove the display at the close of the convention. (Please be advised, all displays must be removed by 4:00 p.m. on Tuesday or it will be disposed of by convention center personnel.)

(5) Displays may or may not be accompanied by a white card, not to exceed 4 inches by 6 inches in size, on which is lettered in black ink an explanation of the theme for the display or other information of interest to the viewers or the judges.

(6) Post name, number, city or state (including the shape of your state) may not be visible on the displays. Failure to comply will result in disqualification.

JUDGING

Judging of displays will be on the basis of effectiveness, purpose, clarity of theme, suitability, originality, beauty and number of Poppies used. Where a sample of a large number of identical items (such as corsages or wreaths) is entered, full credit shall be given for the total number of Poppies used. Judging will be completed by Monday evening and the winning displays will have the appropriate ribbons placed on the display.

See MALTA Membership Resources under Buddy Poppy Awards for Prizes and notes.