

VFW AUXILIARY DEPARTMENT OF CALIFORNIA 2026–2027

Jeana Collinsworth, “Buddy”® Poppy Chairman

September Promotion #3 — Story, Spotlight & Remembrance Month

Dear Sisters, Brothers, and Members of the VFW Auxiliary,

September is our month of **Story, Spotlight, and Remembrance** — a time when we slow down and reflect on the meaning behind the “Buddy”® Poppy and the veterans whose journeys remind us why remembrance matters. Every “Buddy”® Poppy carries a life, a sacrifice, and a legacy. Every veteran has a “whoo,” and every member has one too. This month, we honor them all.

Our **September Spotlight Theme**, *“Every “Buddy”® Poppy Has a Story,”* reminds us that each poppy represents more than a symbol. Some tell the story of a veteran who answered the call on 9/11. Some echo the promise of POW/MIA Recognition Day — that we will never stop searching. Some hold the everlasting love of a Gold Star Mother. Some represent a veteran fighting a silent battle today, reminding us that their story does not end here.

When we distribute a “Buddy”® Poppy, we answer a simple but powerful call: **Remember Your Whoo — Who do you serve for?** We serve for those who fought, those who never came home, and the families whose sacrifice continues every day.

September also brings several solemn observances that strengthen our mission:

Patriot Day — September 11 We honor the lives lost and the heroes who served in the years that followed. Distributing “Buddy”® Poppies during this time shows our communities that California never forgets.

POW/MIA Recognition Day — Third Friday in September The empty chair and the black-and-white banner remind us of those who have not yet returned home. The “Buddy”® Poppy stands as a beacon of hope and a promise that we will never stop advocating.

Gold Star Mothers & Families Day We honor the strength, courage, and enduring love of our Gold Star Mothers and families. Their children’s legacy lives on through every “Buddy”® Poppy we wear.

Suicide Prevention Awareness Month The battles our veterans face do not always end when they return home. Funds raised through “Buddy”® Poppy goes into the relief fund distributions directly supporting rehabilitation and welfare programs for veterans and family. Please display the **988 Suicide & Crisis Lifeline (Dial 988, then press 1)** at all

“Buddy”® Poppy events. A single poppy can become a lifeline. Every poppy honors a hero. Every donation supports a veteran.

To support your September activities, we encourage participation in our **Weekly Story Series**: • Week 1: *The Veteran Behind the “Buddy”® Poppy* • Week 2: *How “Buddy”® Poppy Funds Help / Patriot Day* • Week 3: *Remember Your Whoo — Member Spotlight* • Week 4: *Honor the Dead by Helping the Living*

Share these stories with your Auxiliaries, Posts, Districts, and communities. Unified messaging strengthens our impact and honors the veterans whose stories deserve to be told.

Thank you for your dedication, compassion, and unwavering commitment to our veterans and their families. Your efforts ensure that the “Buddy”® Poppy continues to bloom in remembrance, gratitude, and hope.

Share their story. Wear the “Buddy”® Poppy. Remember Your Whoo. One “Buddy”® Poppy at a time. Anytime. Anywhere.

In Service and Remembrance,

Jean Collinsworth

“Buddy”® Poppy Chairman
VFW Auxiliary Department of California 2026–2027
VFW Auxiliary Department of California
President District 10
President VFW Auxiliary Post 7265
jeanascvfwaux7265@gmail.com