



Department of California

"Buddy"® Poppy & VFW National Home for Children

La Verne Wilson, Chairman



Greetings District Presidents, District Chairmen, Past Department Presidents, Auxiliary Presidents, Department Officers, and Members of this wonderful organization.

Thank you for all your hard work, devotion, and continuous support to the Department of California "Buddy"® Poppy and National Home for Children's Three Program Goals: "Buddy"® Poppy National Display Contest, "Buddy"® Poppy Education and Community Outreach and National Home Education and Community Outreach.

As you know, **you only have from now to April 30th** to get at least one report in for the Department of California to be 100% in reporting. District Presidents and District Chairmen, you know the old saying, **if they don't you must**. I emailed each of you, the standing of your District. However, it's up to you to make that happen.

I know this year was challenging for all of us. However, we all had to step up and move forward in support of our veterans and their families. Your support no matter how small counts. That is the only way to get the credit that is well deserved for your Auxiliary Members, our Veterans, and the Department of California. Reporting is not only about rewards, but also about supporting our veterans, community, and the country. Without your reporting on all levels, we receive less revenue from the government for this wonderful organization.

Items you can report: "Buddy"® Poppy National Display Contest; National Home Donations, such as: (Home Seals, Children's Activity Fund, Endowment Fund, National Home Life Membership, Brick, **or you sent in a donation to be placed were needed**) they all count as a report. Go online and let me know if your Auxiliary is not listed and you did send in a report, and I will include it.

Thanks to the Auxiliaries that submitted the forms for (1) **Most outstanding community education of the "Buddy"® Poppy** and (2) **Most outstanding promotion encouraging the purchase of a Life Membership to the VFW National Home for Children**. Citations will be mailed directly to participating Auxiliaries from National Headquarters.

Thanks to the District Presidents, District Chairmen and Auxiliary Chairmen for getting the word out to the Auxiliaries. With your support working together, was and continue to be greatly appreciated. It has been wonderful receiving your reports and speaking with you throughout the year.

A reminder of the rewards

"Buddy"® Poppy & VFW National Home for Children Program Awards

AWARDS FOR AUXILIARIES:

1. Most outstanding community education of the "Buddy"® Poppy.
 - Citation to every Auxiliary that educates their community about the "Buddy"® Poppy. Auxiliaries must send the entry form to their Department "Buddy"® Poppy & VFW National Home Chairman by **March 31, 2021**.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding community education of the "Buddy"® Poppy.
 - Citation to every Auxiliary that promotes the purchase of a Life Membership to the VFW National Home for Children. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their **Department "Buddy"® Poppy & VFW National Home Chairman by March 31, 2021**.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding promotion encouraging the purchase of a Life Membership to the VFW National Home for Children.
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, 2020, membership statistics.**

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department "Buddy"® Poppy & VFW National Home Chairman for participation in this Program.
 2. \$25 VFW Store Gift Certificate to one Department "Buddy"® Poppy & VFW National Home Chairman in each of the 10 Program Divisions for the best promotion to educate the community about the "Buddy"® Poppy.
 3. \$25 VFW Store Gift Certificate to one Department "Buddy"® Poppy & VFW National Home Chairman in each of the 10 Program Divisions for the best promotion encouraging the purchase of Life Memberships to the VFW National Home for Children.
 4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed in the **VFW AUXILIARY NATIONAL PROGRAM BOOK**.
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Loyally, La Verne Wilson Chairman, Department of California

“Buddy Poppy & VFW National Home for Children 2020-2021

Honoring our Mission to Serve Veterans”. As we are “Soaring with Service to our Veterans” for “Our Children, Families and Communities”.

Dana Fogner

2020-2021 National “Buddy”® Poppy & VFW National Home

Ambassador

It has been a challenging year. With these challenges came opportunities. Opportunities that allowed Auxiliaries to adapt, put on their thinking caps and develop alternative methods to the traditional “Buddy”® Poppy drive. What did your Auxiliary do to educate the community about the “Buddy”® Poppy? How did your Auxiliary promote the purchase of Life Memberships to the VFW National Home for Children? Your Department Chairman and I want to know! Tell us about the work your Auxiliary is doing — your Auxiliary may win a National award!

Please complete the appropriate National Program Award Form and send it to your Department Chairmen by March 31, 2021.

- [Award #1: Most outstanding community education of the “Buddy”® Poppy](#)
- [Award #2: Most outstanding promotion encouraging the purchase of a Life Membership to the VFW National Home for Children](#)

“Buddy”® Poppy Display Contest at National Convention

Displays will be presented and judged in three categories:

- #1 – Public Promotion of Poppy Campaign (Window, booth, parade, poster displays, campaign promotions, etc.)
- #2 – Memorial or Inspirational Display (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
- #3 – Artistic or Decorative Use of Poppies (Post Home displays, table centerpieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)

NOTE:

- At least one Poppy used in the display must be in original form and color, with label attached.
- Departments purchasing over 250,000 Poppies will be allowed two displays in each of the three categories for the National Display Contest. All others will be allowed one display in each of the three categories.
- The Department Adjutant will have to notify the Programs Director, in writing, by June 30 of the Posts that will represent the Department in each category. This will allow us the time necessary to ensure each entry has sufficient space to set up at the National Convention.

See the [“Buddy”® Poppy Chairman’s Manual](#) for more information.