



# Buddy Poppy/National Home Program-2023-24

July Council of Administration

July 9, 2023

## Did You Know . . .



The "Buddy"®Poppy has been an integral part of the VFW for more than 95 years. As the VFW's official memorial flower, the Poppy represents the blood shed by American service members.

The Poppy movement was inspired by Canadian Army Col. John McCrae's famous poem, "In Flanders Fields: Poppies were originally distributed by the Franco- American Children's League to benefit children in the devastated areas of France and Belgium following World War I. The VFW conducted its first Poppy distribution before Memorial Day in 1922, becoming the first veterans' organization to organize a nationwide distribution.

In February 1924, the VFW registered the name "Buddy"® Poppy with the U.S. Patent Office. A certificate was issued on May 20, 1924, granting the VFW all trademark rights in the name of Buddy under the classification of artificial flowers. No other organization, firm or individual can legally use the name "Buddy"®Poppy. (Cont. Page 2)



## National Home for Children

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.

The future is looking bright at the VFW National Home. They have created a new logo, removing the blue screen from around the tree and the words "for Children: **They kept the tree made out of three hearts.** The VFW National Home is helping families, parents and their children today. They no longer have house mothers and children without parents. Each home is available to a family that is having difficult times. There are 42 homes available. Each family is allowed to stay at the home for a maximum of four years. During their tenure, families are given the assistance they need. The VFW National Home assists with finding jobs, provides day care, assists with budgets and any mental health and social assistance the family may need. It is truly a new beginning for a family that is struggling day-to-day.



The National Home's community is open to families of service members, veterans and recognizing that the effects of war can last for generations-descendants of members of the VFW and the VFW Auxiliary. The family can include one or both parents with one or more children.

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](mailto:help@vfwnationalhome.org), or Visit [vfwnationalhome.org/help](http://vfwnationalhome.org/help).

The VFW National Home, a 501(c)3 non-profit corporation, is governed by a seventeen (17) member Board of Trustees made up of VFW and VFW Auxiliary members, who as Life Members of the National Home, are dedicated to the mission of the National Home. (Cont Page 2, Column 2)



The Wisconsin House at National Home

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# Buddy Poppy/National Home Program-2023-24 –continued

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## Distribution Tips for the "Buddy"®Poppy



- ◆ Contact your city/town clerk's office to see if a permit is required for your distribution event.
- ◆ Get permission from the desired distribution location(s) store managers/owners.
- ◆ Make sure all Auxiliary members know the time, day and place of your distribution event.
- ◆ Share information about your event with your local paper and on social media.
- ◆ Post flyers in high-traffic areas.
- ◆ Ask for assistance from youth groups.
- ◆ Wear Auxiliary- and/or VFW- branded clothing to connect the distribution of poppies to the organization.
- ◆ Remind volunteers **they are NOT SELLING** "Buddy"® Poppies, but **DISTRIBUTING** them for donations.
- ◆ Never refuse someone a "Buddy"®Poppy because they are unable to donate. A "Buddy"® Poppy honors all veterans.

More on where and how to distribute in future bulletins.



## How to Use "Buddy"®Poppy Donations

The money received from the Poppy drives is placed in the Relief Fund. It is used to assist any veteran, service member and their families in their time of need. More information can be found in the *Podium Edition: Bylaws and Ritual* about how to use Relief Fund monies. One way it can be used is to donate the funds to the VFW National Home.

## How to Order "Buddy"®Poppys



The VFW Department Headquarters will submit your order for Poppies with National. Poppies do not need to be ordered through your Post. There is an order form on the WI Auxiliary website under Programs/Buddy Poppy/Nat'l Home.

Put in your order at least two 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](http://vfwstore.org) or by calling 1-833-VFW-VETS.

The cost of Poppies has gone up. Please read the new Poppy Order Form before voting on how many you will be buying!

## How Can You Help National Home?

One way the Auxiliary supports the National Home is through gifts of 10 cents per member to the Health & Happiness Fund. Contributions are critical since the campus and its programs receive no government funding. The Health & Happiness Fund supports the following at the National Home:

- Christmas gifts
- Graduation gifts
- Maintenance of Auxiliary-sponsored buildings
- Emergency repairs and renovations. Donations can be made online in MALTA or by mail.

### To donate online in MALTA:

- Visit [vfwauxiliary.org](http://vfwauxiliary.org) and select "MALTA Member Login."
- Log in to MALTA.
- Select "Make Gift" from the Main Menu. Select the "Make a Gift" button.
- Enter the amount you choose to donate. Enter payment information.
- Select the "Pay Now" button.
- You will receive confirmation your gift has been made.

### To donate by mail, send a check earmarked Health & Happiness to:

VFW Auxiliary National Headquarters  
Attn: Health & Happiness Donations  
406 W. 34th Street, 10th Floor  
Kansas City, MO 64111

### Another way to offer support is by becoming a Life Member of the National Home.

The cost of becoming a Life Member is a one-time fee of \$50 and includes a membership certificate, a wallet card and a Life Member pin.

For more information, visit the National Home's website at [vfwnationalhome.org](http://vfwnationalhome.org).

