



“Buddy”[®] Poppy

&

VFW National Home for Children

2024-2025



V F W

NATIONAL HOME

FOR CHILDREN

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“Buddy”® Poppy & VFW National Home for Children Program
Department of Maryland
School of Instruction
2024-2025

Program Goals

“Buddy”® Poppy Education /Outreach

National “Buddy”® Poppy Display Contest

VFW National Home Education and Community Outreach

It is a great honor to be appointed your Department Chairman for the “Buddy”® Poppy and VFW National Home for Children Program. I look forward to working with each Auxiliary as we are “Setting Sail for our Veterans” to educate and promote this important National Program to our members and communities. It is essential to spread the word about our treasure, the VFW National Home for Children, and a little flower that means so much to our Veterans.

The “Buddy”® Poppy and the VFW National Home for Children provide so much for our veterans and their families in time of need. The “Buddy”® Poppy offers financial assistance in maintaining state and national rehabilitation and service programs, while the National Home helps families in despair. Working together, they make a difference in the lives of our veterans, active-duty service members, and their families.

Review the “Buddy”® Poppy and VFW National Home for Children material in the National Program Book. Use this information to educate your members and community. Also, there are resources on the National Auxiliary website for you to use. Please share how you educate and promote this program to your post members, auxiliary members, and community. Include your pictures so I can share them on our Department's Facebook page.

We can continue “From our Roots to Our Branches Extend Service to our Veterans” by distributing “Buddy”® Poppies in our communities and by supporting the VFW National Home for Children.



Two Special Programs Working as One!

Buddy - featuring a friendship or partnership between the two

Home - the social unit formed by a family living together

The "Buddy"® Poppy and VFW National Home for Children Program come together so naturally, a Buddy and a Home working together. Jointly they have built a partnership to help and support our veterans and their families. One cent of every "Buddy"® Poppy purchased from the VFW for distribution by Posts and Auxiliaries goes towards the National Home for Children to provide a place where a family can live together. We, as members of the VFW Auxiliary, need to continuously educate our communities and members about these two very important icons of our organization. You can find resources to assist you on the National website:

Buddy"® Poppy

- Buddy"® Poppy Chairman's Guide
- VFW National Convention "Buddy"® Poppy Display Contest Rules
- Buddy"® Poppy Story Cards
- The Veterans Behind the "Buddy"® Poppy Video
- The Veterans Behind the "Buddy"® Poppy Article
- "Buddy"® Poppy information (VFW website) [Buddy Poppy - VFW](http://www.vfw.org) (www.vfw.org)

VFW National Home for Children

- VFW National Home for Children website:
[Supporting Families - VFW National Home](http://www.vfwnationalhome.org) (www.vfwnationalhome.org)
- Military & Veteran Family Helpline
- There are many ways to support our Home such as:

*National Home's Amazon Wish List

*Become a Life Member

*Donate to Health & Happiness

*Purchase a brick for the Tribute Park

*Become a Hometown Hero contributor



Buddy”® Poppy:

Education in our Organization and the Community

Many recognize the “Buddy”® Poppy, but do you really understand what it means to our organization?

Before Memorial Day in 1922, we conducted our first poppy distribution, becoming the first veterans’ organization to organize a nationwide distribution. The poppy soon was adopted as the official memorial flower of the Veterans of Foreign Wars of the United States, as it remains today.

To us, as members of the VFW Auxiliary, the “Buddy”® Poppy is more than that.

“Buddy”® Poppy Drives:

- Gives us an opportunity to communicate with others about who we are and what we do.
- Are an excellent tool to recruit new members and find a connection with our communities.
- Bring a sense of comfort to veterans and their families; they know they are not forgotten.

For each “Buddy”® Poppy purchased by your Department for distribution:

- One-and-a-half cents go to the Department’s Veterans Service Fund.
- One cent goes to VFW National Headquarters Veterans Service Fund.
- One cent goes to the VFW National Home for Children.

This small but mighty flower does all this and more! Each and every one of us needs to educate ourselves, our Auxiliaries and our communities what this flower is all about. Learn more by visiting the VFW website: [Buddy Poppy - VFW](#) One little flower does so much for our organization.

“Buddy”® Poppy Display Contest

“Buddy”® Poppy displays can bring awareness to, and educate the public about our organization and the “Buddy”® Poppy Program. The “Buddy”® Poppy display contest provides a great opportunity to team up with your Post, get creative and have fun! Ask members of your community and youth to participate in the contest. Some places to display include:

- The Post Home.
- Community centers, veterans’ centers, banks, etc.
- At a “Buddy”® Poppy Drive to pique public interest.

Rules, deadlines, judging, awards and other helpful tools are listed in the VFW’s “Buddy”® Poppy Chairman’s Manual available at www.vfwauxiliary.org/resources



National VFW “Buddy”® Poppy Display Contest



- Takes place annually at National Convention.
- Displays are judged in three (3) categories:
 1. Public Promotion of Poppy Campaign (Window, booth, parade, poster displays, campaign promotions, etc.)
 2. Memorial or Inspirational Displays (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
 3. Artistic or Decorative Use of Poppies (Post Home displays, table centerpieces, corsages)
- At least one Poppy used in the display must be in original form and color, with label attached. This applies to all three (3) categories listed above.
- See the VFW’s “Buddy”® Poppy Chairman’s Guide for rules, deadlines, judging and awards of the National “Buddy”® Poppy Contest, as well as other helpful resources. The guide can be found at [\(Member Resources \(vfwauxiliary.org\)\)](http://MemberResources(vfwauxiliary.org)) (www.vfwauxiliary.org)

In Flanders Fields

by John McCrae

**In Flanders fields the poppies blow
Between the crosses row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.**

**We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved and now we lie
In Flanders fields.**

**Take up our quarrel with the foe:
To you, from failing hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies
grow, In Flanders fields.**





How to Order Your “Buddy”® Poppy

- Contact your VFW Post to order Poppies.
- Brochures, “Buddy”® Poppy distribution supplies, and promotional items can be purchased from the VFW Store at www.vfwstore.org or by calling 1-833-VFW-VETS.

“Buddy”® Poppy Distribution Tips

- 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 store managers/owners prior to promoting your “Buddy”® Poppy distribution event.
- Make sure all Auxiliary members know the time, day and place of your distribution event.
- Share information about your distribution event with your local paper and on social media. Post fliers in high-traffic areas such as grocery stores, coffee shops, the post office, etc.
- Ask for assistance from youth groups such as VFW and/or Auxiliary youth, JROTC, after-school clubs and faith-based youth.
- Ask volunteers to wear Auxiliary- and/or VFW- branded clothing to both promote the Auxiliary and VFW and 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.
- See the VFW’s “Buddy”® Poppy Chairman’s Guide for further assistance in setting up a “Buddy”® Poppy drive, as well as other helpful resources. The guide can be found at : vfwauxiliary.org/resources.





VFW National Home for Children: Education in our Organization and our Community

The National Home provides a safe and healing environment for active-duty service members, veterans, and their families. They live in single-family homes and have access to professional case management services, on-site licensed child care, life skills training, tutoring, and other educational services as well as recreational and community service opportunities.

- It is a safe and peaceful place for families to heal.
- It is a place for children to feel at home in a family environment.
- It has evolved to meet the changing needs of active-duty service members, veterans and their families.

The National Home is our organization's treasure and best-kept secret. We need to change this! We need to educate ourselves, our Auxiliary, and our communities about the National Home and promote the life-changing work, they do. Military families depend on us to help them with the added struggles they may face. Learn more at www.vfwnationalhome.org.

Health and Happiness/General Donations

Donations to the National Home are vital as it receives no government funding and relies on donations.

- Ensure your Auxiliary donates at least 10 cents per member to Health and Happiness.

Consider hosting a fundraiser for the National Home. Other ways to give:

*One-time gift *Home Front Heroes – recurring gifts *Tribute Bricks *Tribute Park

To donate online in MALTA:

*Visit www.vfwauxiliary.org and select "MALTA Member Login." *Log in to MALTA.

*Select "Make a Gift" from the Main Menu. *Select the "Make a Gift" button. *Enter the amount you would like to donate. *Enter payment information. *Select the "Make Gift Payment" 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

HAPPY 100th BIRTHDAY

VFW NATIONAL HOME for CHILDREN



The VFW National Home for Children is excited to announce the Centennial Life Membership program has begun. It will run from April 1, 2024, and end December 31, 2025, in honor of our 100th anniversary. For just \$100, you can become a Centennial Life Member of the National Home.

As a Centennial Life Member, you'll receive a unique centennial membership pin and membership card that will allow you to display your affiliation with pride. Plus, you'll enjoy discounts on souvenirs and apparel unavailable to regular members.

This program is an exclusive way to show your support and appreciation for the VFW National Home for Children. It's a fantastic opportunity to join the community and enjoy exclusive benefits.

Applications can be found here:

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National Ambassador Jodie Hollinger is asking Auxiliaries to send a heartfelt Birthday Card to the VFW National Home for children in celebration of their 100th Birthday. Please have the cards delivered by January 1st to be displayed for the birthday party. If your Auxiliary is planning to send the National Home a Birthday present, remember the National Home has an Amazon Wish List or a donation to help with the cost of the 100th celebration.





VFW National Home for Children Military & Veteran Family Helpline

Do you know a veteran and/or military family struggling with reintegration to civilian life, PTSD, unemployment or other challenges? Let them know that help is only one call away at: 1-800-313-4200. The Helpline is a free service that offers information, creates connections and gives hope to struggling military and veteran families. We need to promote the Helpline at our Post Home, in Auxiliary newsletters and in the community. Share this phone number and save it as a contact in your cell phone – 1-800-313-4200. Please note this is a helpline, not a hotline. The Helpline is answered Monday through Friday between 8:00 a.m. and 4:30 p.m. Eastern Time, except holidays. Messages left after hours are answered the next business day.

VFW National Home for Children Life Membership

There are two types of membership:

1. VFW and VFW Auxiliary members and organizations are eligible to become Life Members. Life Members may vote for the Trustees who represent their National Home District and approve any proposed changes to the bylaws and articles of incorporation.
2. Any individual or organization wishing to support the National Home's mission can become an Associate Life Member. Associate Life Members do not have voting privileges. 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.

Visit <https://www.vfwnationalhome.org/membership>

- More information
- Life Membership application
- To purchase a Life Membership





Reporting

- I am requesting that every Auxiliary report at least once.
- Bonus points will be given for each monthly report.
- Tell me the who, what, why, when and how with each report.
- A standard report form has been provided for your convenience.
- Reports can be emailed to: bjstahm-vfwaux@hotmail.com
- Reports can be mailed via U.S.P.S.

Betty J. Stahm, Chairman

“Buddy”® Poppy & VFW National Home for Children

1913 Trout Farm Road

Jarrettsville MD 21084

"Buddy® Poppy" & VFW National Home

2024 - 2025 Report Form

Betty Stahm, PDP Dept. Chairman

1913 Trout Farm Road

Jarrettsville, MD 21084

410-598-5895 bjstahm-vfwaux@hotmail.com



Auxiliary _____ District __ Chairman _____ Contact info _____

Report Period: From _____ To _____

This month - Hours _____ Projects Cost \$ _____ Mileage _____ Volunteers # _____

"Buddy® Poppy"

Did you host a "Buddy"® Poppy drive with your Post in this reporting period? _____ Yes _____ No

Number of VFW "Buddy"® Poppies that were distributed. # _____

Are you participating in the "Buddy"® Poppy Display Contest at Convention? _____ Yes _____ No

VFW National Home for Children

Did you promote the National Home through education? Within the Post/Auxiliary _____ In the community _____

Did you promote the National Home Helpline? Within the Post/Auxiliary _____ In the community _____

Made donation to National Home Maryland House \$ _____ Health & Happiness \$ _____

Made donation to National Home (NOT Health & Happiness) \$ _____ Date: _____

Did you purchase a National Home Life Membership for an Auxiliary Member this reporting period? How many? _____

Did you purchase a National Home Tribute Brick this reporting period? How many? _____

Other Buddy Poppy or VFW National Home for Children projects/activities? Briefly explain

“Buddy”® Poppy/VFW National Home for Children Program Awards

AWARDS FOR AUXILIARIES:

- 1. Most outstanding activity and/or event using the VFW “Buddy”® Poppy to educate their community about the VFW “Buddy”® Poppy.**
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that hosts the most outstanding activity and/or event using the VFW “Buddy”® Poppy to educate their community about the VFW “Buddy”® Poppy .
- 2. Most outstanding activity and/or event to recognize and celebrate the VFW National Home’s 100th Birthday.**
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that hosts the most outstanding activity and/or event to recognize and celebrate the VFW National home’s 100th Birthday.

Entry forms required for each award and available in MALTA Member Resources. VFW Auxiliaries must send the required entry forms to their Department “Buddy”® Poppy & National Home Chairman by March 31, 2025 for judging. The Department “Buddy”® Poppy & National Home Chairman must sign and send a copy of the completed Department-winning entry forms to the National “Buddy”® Poppy & National Home Ambassador by April 30, 2025 for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the VFW Auxiliary National Convention.



We are “Setting Sail or Our Veterans and their Families as we continue “From our Roots to Our Branches Extend Service to our Veterans”

