

Veterans of Foreign Wars Auxiliary Department of MD



“Buddy”® Poppy Program

Lisa Mack, Chairman 2026-2027

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HONOR THE DEAD BY HELPING THE LIVING

These small but mighty remembrance flowers have raised millions for the welfare of veterans and their dependents. The VFW “Buddy”® Poppy Program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs and partially supports the VFW National Home

Hello,

My name is Lisa Mack, and I am honored to have been appointed by President Nancy Shenk as the Buddy Poppy Chairman for the Department of Maryland for the 2026-2027 year.

The “Buddy”® Poppy is recognized by so many, however, do you know exactly what it means to this organization? Before Memorial Day in 1922, The VFW conducted its 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. As members of the VFW Auxiliary, to us, 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.

Did you know? - 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](#). Believe it or not this one little flower does so much for our organization.

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.

The new Buddy Poppy Order Forms are being revised and are not available yet. When they are, I will let everyone know. I would recommend ordering your poppies after August to ensure you are credited for the current year. If you order sooner, you run the risk of getting credit for the prior year. You may want to place this in your standing rules, that way you won’t forget. It should take about 6-8 weeks for your order to arrive.

“Buddy”® Poppy Distribution Tips

- Host joint Buddy Poppy drives with your Auxiliary and Post and split the proceeds. Remember, all proceeds from Poppy drives are to be placed in the Relief Fund.
- Consider placing donation containers in canteens or local stores
- Include Buddy Poppies in Auxiliary, District or Department activity such as parades, patriotic events, membership drives, bingo or trivia nights, etc.

- Constructing poppy crosses and wreaths for all holidays—not limited to Memorial and Veterans Days—and utilizing poppy-themed silverware wrapping and placemats at events.
- 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 Department & National “Buddy”® Poppy Display Contest

Buddy Poppy display contest rules will be published in a later mailing; however, you can find them on MALTA if you want to access them now at www.vfwauxiliary.org/resources.

National VFW “Buddy”® Poppy Display Contest

- Takes place annually at National Convention and displays will be judged in 3 categories. I will provide the official entry form once finalized by National.

Awards for Auxiliaries:

- Most outstanding activity and/or event with your VFW Post to educate your community about the VFW “Buddy”® Poppy. If your auxiliary is selected as the Department winner, I will submit your entry to National, where it will compete against entries from each of the ten program divisions. I’m sure our Department will have no problem winning the citation and the \$25 award, do you agree? I will provide the official entry form once finalized by National.

Awards for Departments and Department Chairmen:

- The Best Promotion of activity and/or event to educate your community about the VFW “Buddy”® Poppy. Again, I’m sure our Department will have no problem winning the citation and the \$25. Winners will be announced and citations will be presented at the 2027 VFW Auxiliary National Convention.
- The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the ten program divisions based on the criteria listed on page 5 and for the promotion of the Ambassador’s Program goals. Winners will be announced and citations will be presented at the 2027 VFW Auxiliary National Convention.



REPORT



Reminder: Each Auxiliary will be expected to submit reports each month! Use barcode on the right to access additional information!

