

“BUDDY” POPPY & VFW NATIONAL HOME

Program Goals:

- Educate the community about the VFW “Buddy” Poppy.
- Participate in the Department and National Buddy Poppy Contest.
- Educate the community about the VFW National Home.
- Raise funds to support “Let’s Do More Stock the Store” for VFW National Home.

Department President’s Theme

“Building Bridges For Our Veterans”



National President’s Theme

“From Sea to Shining Sea Honoring Our Veterans Who Keep Us Free”

VFW National Home

The VFW National Home turned 100 years old this year! The story on how it all started is quite remarkable, in 1922 a 23-year-old Amy Ross made it her mission to help find jobs for the thousands of unemployed Veterans in Detroit. A cattleman named Corey Spencer gifted 472 acres of land to help build Amys vision of supporting Veterans. The VFW National Home was officially founded on January 7, 1925, that spring the Home welcomed its first family. The first family was Mrs. Pollett, a widow and her six children. Mrs. Pollett’s husband was a Veteran and lost her husband’s military pension after he deceased, with nowhere to turn and needed help, she moved into the old frame farmhouse that became the VFW National Home. The Home has continually grown over the years and continues to satisfy the commitment they sought out to seek, to honor our nations Veterans and their families by providing help & hope. The VFW National Home is located in Eaton Rapids, Michigan.

To help support the VFW National Home:

- Donate to Health and Happiness at \$.25 per member of your auxiliary (based on the June 30th Malta membership count.
- Become a Life Member
- Purchase a brick for Tribute Park
- Become a Home Front Hero
- National Home’s wish list on Amazon.
- Donate to “Let’s Do More Stock the Store” in 2025-2026 Program Year

Buddy Poppy

The small but mighty red flower called the “Buddy” Poppy are the VFW’s official memorial flower. The “Buddy” Poppy represents the blood shed by American service members and that we will never forget the sacrifices that our service men and woman endured. The first distribution of the poppy was made by the VFW and was the first veterans organization to organize a nationwide distribution, this was in 1922. In May of 1924, the VFW was able to trademark the “Buddy” Poppy. The name “Buddy” was added by the Disabled American Vets who make these flowers by hand and no other organization may use the word “Buddy” Poppy



Did you know?

- ❖ There are two options of “Buddy” Poppy a traditional & metal “Buddy” Poppy.
 - ❖ “Buddy” Poppies can only be ordered through a VFW Post or VFW Dept. HQ’s.
 - ❖ One (1) cent goes to the VFW National Home
 - ❖ One (1) cent goes to the VFW National Headquarters Veterans Service Fund
 - ❖ One and Half (1.5) cent goes to the Department of Florida Veterans Service Fund to help Veterans in need.
 - ❖ “Buddy” Poppies are distributed for donation only and should be allocated on the Auxiliary & Post level into the Relief fund per Bylaws.
-
- **Create a “Buddy” Poppy display for the Mid Year Conference. Follow National guidelines.**
 - **Hold distribution drives quarterly or even monthly, not only during Memorial Day or Veterans Day.**

QR codes will be available August 14th

Jennifer Holland “Buddy” Poppy/VFW National Home Chairman jenniferLholland72@comcast.net
--

DEPARTMENT AWARDS FOR AUXILIARIES

1. Special Award for Most outstanding in each membership class activity and/or event with their VFW Post to educate their community about the VFW “Buddy”® Poppy.

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the Department “Buddy”® Poppy & VFW National Home Chairman by March 31, 2026 for judging. The Department “Buddy”® Poppy & VFW National Home Chairman must sign and send a copy of the completed Department-winning entry form to the National “Buddy”® Poppy & VFW National Home Ambassador by April 30, 2026 for judging. Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.

2. Special Award in each membership class for Most outstanding activity and/or event that creates awareness and education of eligibility and who qualifies for help from the VFW National Home and promoting it within their Department to help veterans and their families .

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the Department “Buddy”® Poppy & VFW National Home Chairman by March 31, 2026 for judging. The Department “Buddy”® Poppy & VFW National Home Chairman must sign and send a copy of the completed Department-winning entry form to the National “Buddy”® Poppy & VFW National Home Ambassador by April 30, 2026 for judging. Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.

DEPARTMENT AWARDS FOR AUXILIARIES Continued

3. One special award per membership class that hosted or participated in the most "Buddy" Poppy distribution drives within the community. (Must also submit pictures to Dept. Chair)
4. Certificates to all Auxiliaries who promote and donated to Commander in Chief Whitmore & National President Callahan's, Whitmore's Warriors, "Let's Do More Stock the Store" for VFW National Home Retail Store. (Must submit proof of donation)

NATIONAL AWARDS

AUXILIARIES

1. Most outstanding activity and/or event with their VFW Post to educate their community about the VFW "Buddy"® Poppy. • Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions for the most outstanding activity and/or event with their VFW Post to educate their community about the VFW "Buddy"® Poppy.

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the Department "Buddy"® Poppy & VFW National Home Chairman by March 31, 2026 for judging. The Department "Buddy"® Poppy & VFW National Home Chairman must sign and send a copy of the completed Department-winning entry form to the National "Buddy"® Poppy & VFW National Home Ambassador by April 30, 2026 for judging. Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.

2. Most outstanding activity and/or event that creates awareness and education of eligibility and who qualifies for help from the VFW National Home and promoting it within their Department to help veterans and their families.

- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions for the most outstanding activity and/or event that creates awareness and education of eligibility and who qualifies for help from the VFW National Home and promoting it within their Department to help veterans and their families.

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the Department "Buddy"® Poppy & VFW National Home Chairman by March 31, 2026 for judging. The Department "Buddy"® Poppy & VFW National Home Chairman must sign and send a copy of the completed Department-winning entry form to the National "Buddy"® Poppy & VFW National Home Ambassador by April 30, 2026 for judging. Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.