

# “Buddy”® Poppy/VFW National Home for Children “MY HEART REVS FOR HEROES”

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**PROGRAM GOALS**  
Buddy” Poppy National Display Contest  
“Buddy Poppy Education and Community Outreach  
VFW National Home Education & Community Outreach

**The “Buddy”® Poppy Program** has been an integral part of the VFW since 1922. It is a physical reminder of the service of American service members. It is the official memorial flower of the VFW. Any time is the right time to have a “Buddy”® Poppy distribution. See the guide at [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources) for tips in setting up a successful drive. It’s time to educate the community of the importance of our Buddy® Poppy. We know what it is but we need to let the community know how it benefits Veterans and Families in our communities.

## How to Order:

- Contact your VFW Department Headquarters to order Poppies. (Poppies do not need to be ordered through your Post)
- Request the order form from your Department Headquarters at least two to three months (8 to 12 weeks in advance of your distribution date.
- Brochures, “Buddy”® Poppy distribution supplies, and promotional items can be purchased from the VFW Store at [www.vfwstore.org](http://www.vfwstore.org) or by calling 800-821-2606

## National “Buddy”® Poppy Display Contest

- Takes Place annually at National Convention Displays are judged in three (3) categories:

1. Public Promotion    2. Memorial or Inspirational Displays    3. Artistic or Decorative Use

We will be supporting the VFW Chairmen in all aspects of the Poppy program. Watch the View before Department Fall Festival, Mid-Winter and State Convention for information on a Display Contest. I am just a call away for any of your questions. Put you thinking caps on! We will be taking a winning Poppy Displays to National Convention in Kansas City.

## VFW National Home for Children

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 [www.vfwnationalhome.org/help](http://www.vfwnationalhome.org/help)**

**Supporting the National Home through your Auxiliary Donations of 10cents/member or more to Health and Happiness is easy now that we can make donation on MALTA. OR You can mail your check as we have always done to:**

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

Malta: Login to Malta Select “Make a Gift” on main menu. Enter the amount you are donating. Enter the payment information. Select “Make a Gift” You will receive a receipt to print.
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## Auxiliary Awards

1. Outstanding Performance Awards as outlined on page 13 of this program book. Certificate to runner-up.
2. Citation in each Membership Group for the best promotion of “Buddy”® Poppy” education in the community and submits form before March 31, 2022. Form is found at [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources).
3. Citation in each Membership Group for the best promotion of the purchase of a Life Membership and submits form before March 31, 2021. Form is found at [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources).
4. Citation to each Auxiliary that donates more than their quota of .10 cents to Health & Happiness
5. Citation in each membership group for most outstanding use of the “Buddy”® Poppy” in another VFW National Program and submits form before March 31<sup>st</sup>, 2022. Form is found on resource page

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