

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

## General Orders August 2025

### “Buddy” Poppy and VFW National Home

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National Theme: From Sea to Shining Sea Honoring Veterans Who Keep Us Free

Department Theme: Saluting Our Heroes

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### Program Goals

Educate the community about the “Buddy” Poppy and VFW National Home

Participation in the Department and National “Buddy” Poppy Contest

Raise funds to support the “Let’s Do More Stock the Store” for the VFW National Home

### Buddy Poppy

- ◆ The poppy movement was inspired by the poem “In Flanders Fields” written by Colonel John McCrae of the Canadian forces.
- ◆ The Veterans of Foreign Wars was the first organization to promote an organized campaign nationally for the distribution of poppies
- ◆ The VFW registered the name Buddy Poppy with the U.S. Patent Office in February of 1924. The VFW is the only organization that is allowed to use the name “Buddy” when referring to the artificial flower.
- ◆ “Buddy” Poppies are assembled by veterans who are disabled and are in VA rehabilitation centers.
- ◆ “Buddy” Poppies are distributed throughout the year. Through donations that are received from the distribution, financial assistance is provided to veterans, mainly those who are disabled.
- ◆ So, what does the “Buddy” Poppy represent? The remembrance of those who shed blood and sacrificed in the American Armed Forces and support for our Veterans.
- ◆ REMEMBER WE DO NOT SALE “BUDDY” POPPIES!

### National Home

- ◆ On January 7th, 2025, the VFW National Home celebrated 100 years.
- ◆ The National Home was officially founded by Amy Ross, who in 1922, had made it her mission to help unemployed veterans in the Detroit area find jobs. Corey Spencer gifted 472 acres of land near Eaton Rapids, Michigan to help Ross build on her vision of helping veterans and their families.
- ◆ The first family to live at the National Home was the Pollett family. Mrs. Pollett was a recent widow with six children who lost her husband’s military pension after he died. Mrs. Pollett and her six children moved into a farmhouse located on the property on March 9, 1925.
- ◆ Over the years more homes have been added and more Veterans and their families have been helped .
- ◆ There are several ways to support the VFW National Home:
  - Donate to Health and Happiness at \$0.25/member of your Auxiliary (based on 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
- ◆ The VFW National Home 100th Birthday was celebrated on June 28th, 2025.

## Did you know?

- ◆ There are two options for a “Buddy” Poppy: the traditional flower and a tin metal one.
- ◆ “Buddy” Poppies can only be ordered through a VFW Post or VFW Department Headquarters.
- ◆ “Buddy” Poppies are distributed for donations only and should be allocated on the Post and Auxiliary levels in the Relief Fund per the Bylaws.
- ◆ Distribution drives do not only need to be held during Memorial Day or Veterans Day. A distribution drive can be held monthly, quarterly, or annually.
- ◆ Distribution drives could be as simple as handing out poppies and a container at your monthly meeting.
- ◆ Any Federal Building, such as the U.S. Post Office, are public property areas and you do not need permission to set up a table outside. Not allowed to distribute poppies inside the building.
- ◆ Use social media outlets and radio stations to publicize your “Buddy” Poppy distribution event.
- ◆ Some good places to hold a distribution event would be at fairs, craft shows, hospitals, and any walks/runs that are being held. Just sure to get permission first before setting up a table.
- ◆ You could include a poppy in packages that are being distributed to troops or to veterans.
- ◆ Work with other Veteran Organizations in your area to distribute poppies.

REMEMBER TO REPORT EVERY TIME YOU OR YOUR AUXILIARY DO A “BUDDY” POPPY DRIVE! KEEP TRACK OF HOW MANY POPPIES YOU STARTED WITH AND HANDED OUT.