

“BUDDY” ® POPPY/VFW NATIONAL HOME

2025-2026

Kathleen Reichenbach
7 Ashley Road
Whiting, NJ 08759
Phone: 732-740-1526
Email: kreich325@gmail.com



The “Buddy” Poppy

The “Buddy” Poppy has been an important component of the VFW family for over 100 years. A most recognizable memorial flower that represents the blood shed by our service members and our promise to never forget. The VFW was granted the trademark rights to this powerful “Buddy” Poppy and what it represents, on May 20, 1924. This little artificial flower has been a catalyst for raising monies in our continuing efforts to care for our Veterans and their families.

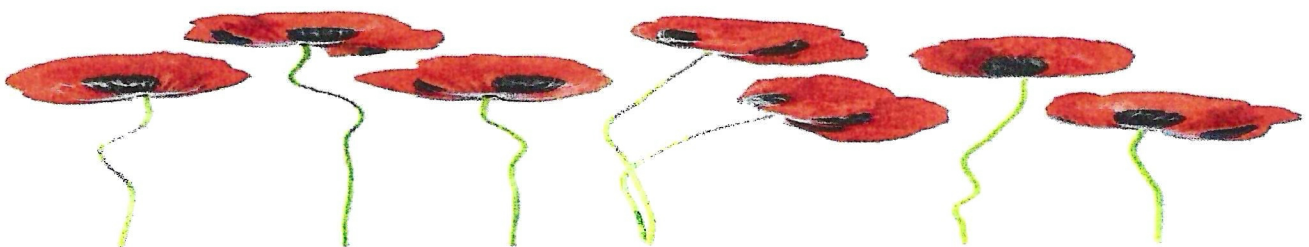
Although the “Buddy” Poppy is most visible on certain days like Memorial Day or Veterans Day distribution is not limited to just those days. Let’s make our “Buddy” Poppy more visible in our communities. Let’s re-educate every one of the meanings of this flower and the promise that we made. Shake your cans at community events or store fronts. Set up displays and put out little enticers like some lollipops or pencils and of course our “Buddy” Poppy cards to draw in the curious. Let’s make our cause heard. Get out there and shake those collection cans on any day. Veterans’ needs are never endingOur support needs to be never ending!

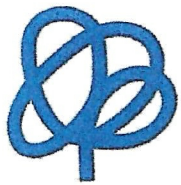
Should you need supplies check with your Post or request an order form from your Department Headquarters.

As always monies collected is to be deposited into your Relief Fund.

Have a Great year and let’s get *Shaking !!!*

“Forever Serving Veterans”





VFW NATIONAL HOME

VFW National Home

Eaton Rapids, Michigan 48827

Helpline 1-800-313-4200

or

help@vfwnationalhome.org



This program is designed to empower the families as they grow and prepare for their next steps.

As you probably already know the VFW National Home celebrates its 100th year in 2025. The National Home helps military and veteran families who need a fresh start.

Due to changing needs, the National Home is always evolving to meet those needs.

"Forever Serving Veterans"

The on-campus activities for the children are *astounding*. There is always something going on. Whether educational, like working in greenhouses planting, or a day of fun and games. Just trying to give them a normal life.

While they provide for the children's needs the Veterans and families have access to life skills training, tutoring, and other educational services with the peace of mind knowing there is on-site licensed childcare.

All these services are made possible with our support. Have your Auxiliary make their donation to the Health & Happiness Fund as soon as possible. You can also make a gift very easily through Malta. Give it a try!

Visit their website vfwnationalhome.org and check out all the pictures, they are amazing. But they cannot do it alone. With the support of the VFW and VFW Auxiliary, the families can flourish and overcome their challenges and have a fresh start. National Home understands and recognizes the effects of war – emotional wounds, financial stress, fragile family relationships and more. The National Home is also there for those beyond the campus.

This year the focus is to create awareness about and education of eligibility and who qualifies for help from the National Home. Let's promote this way to help veterans and their families.

Again...

"Forever Serving Veterans"

Help is a phone call away [1-800-313-4200](tel:1-800-313-4200) or help@vfwnationalhome.org

"BUDDY"® POPPY & VFW NATIONAL HOME PROGRAM AWARDS

Awards for 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.

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"BUDDY"® POPPY & VFW NATIONAL HOME PROGRAM AWARDS

Awards for Departments and Department Chairmen:

1. \$25 VFW Store gift certificate to one Department "Buddy"® Poppy & VFW National Home Chairman in each of the 10 Program Divisions for the best promotion of activity and/or event with their VFW Post to educate their community about the VFW "Buddy"® Poppy.

Winners will be announced and awards will be presented at the 2026 National Convention in Salt Lake City, Utah.

2. \$25 VFW Store gift certificate to one Department "Buddy"® Poppy & VFW National Home Chairman in each of the 10 Program Divisions for the best promotion of 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.

Winners will be announced and awards will be presented at the 2026 National Convention in Salt Lake City, Utah.

3. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on page 5 and for the promotion of the Program goals listed at the top of page 19.

Winners will be announced and awards will be presented at the 2026 National Convention in Salt Lake City, Utah.