

**Prepare for the holidays using the “Buddy”® Poppy
2025-2026 National “Buddy”® Poppy & VFW National Home
Ambassador Sandra Jeffries**

It's the time of the year to celebrate the upcoming holidays, Veterans Day, Thanksgiving, Christmas and New Year's, and this is a perfect time to use Poppies. National President Lois Callahan has been traveling around the country and moving ***From Sea to Shining Sea, Honoring Veterans Who Keep Us Free.*** As she travels, she has shared so many ideas of how different states are using Poppies. Also, I have received so many different Program reports and I am so overjoyed and celebrate all your hard work.

Reminder:

The 2025-2026 focus for "Buddy"® Poppy is to share creative ways of having the VFW and the Auxiliary work together during Poppy drives and fundraisers with the distribution of the Poppies.

Talk with your Auxiliary about these ideas for promoting "Buddy"® Poppies:

- The VFW has several videos on YouTube including "The Impact of the 'Buddy'® Poppy," "Behind the VFW 'Buddy'® Poppy" and "The Veterans Behind the Poppy." Share these videos on social media or at a holiday event.
- Distribute "Buddy"® Poppies during food/donation drives and put Poppies on desserts as decorations for holiday meals.
- Create table centerpieces or wreaths using "Buddy"® Poppies.
- Make a wall of remembrance at a community location like your local Post.
- Host a drive-by "Buddy"® Poppy Day celebration with patriotic-themed giveaways. Visitors can drive up to your Post or a local community center and you can give them Poppies without them even having to get out of their cars.
- Contribute to virtual "Buddy"® Poppy Gardens on Instagram using the hashtag #buddypoppy. Several of these exist online where you can share personal photos of poppy fields and gardens or other tributes.

Publicize/Communicate:

- Get the word out by submitting a press release for your "Buddy"® Poppy event(s) through the local newspaper, your local website or announce it on the Auxiliary/Post Facebook page, Instagram, Twitter and Snapchat.
- Provide posters to local community bulletin boards, local stores and libraries after receiving permission.
- Remember to always wear a smile and say, "thank you!"

VFW National Home

The 2025-2026 focus for National Home is to create new, innovative ideas in each individual state to share information on ways to help us get veterans and their families to the National Home when assistance is needed.

Ways To Get Started

If you're a military or veteran family facing housing challenges, the VFW National Home is here to provide the support and stability you deserve. By filling out the eligibility form found on their website you can see if you qualify; this is the first step toward accessing a wide range of benefits that can transform your family's future. This community offers safe, stable housing, but it also goes beyond that. While living at the VFW National Home, your family will receive resources tailored to meet your specific needs including education, day care and case management. This includes access to educational resources, veteran transition support, job training and communitybuilding activities - all designed to promote long-term success and self-sufficiency. You'll gain the tools and support necessary to build a strong, stable future. Don't wait – visit vfwnationalhome.org today and take the first step towards a brighter tomorrow for your family.

For those wanting to help with this cause, The VFW National Home suggests several options. Here are some creative ways to make a difference:

- ✓ Donate
- ✓ Become a Home Front Hero
- ✓ Life Membership/Associate Life Membership
- ✓ Purchase Tribute Bricks
- ✓ Visit the Tribute Park
- ✓ Raise Funds
- ✓ Tell Others
- ✓ Recruit Members

Together we can continue to make this a wonderful year.