

AMERICAN LEGION FAMILY



**TWO SEPARATE ORGANIZATIONS WORKING
TOWARDS ONE GOAL**

WWW.LEGION.ORG

WWW.ALAFORVETERANS.ORG

POPPY PROGRAM



NATIONAL POPPY DAY
Always the Friday before
Memorial Day

The red poppy is a nationally recognized symbol of sacrifice worn by Americans since World War I to honor those who served and died for our country while protecting our freedoms in all wars.

The Poppy Program of the American Legion Auxiliary is one of the programs under the Veterans Affairs & Rehabilitation (VA&R) pillar of the American Legion

Money received under the Poppy Program is utilized for all programs under this pillar and must be kept separate from other pillar programs

Poppy order -- \$15 per 100 or \$150 per 1,000

\$30 Poppy mandate payable to the Department must be paid with the other mandates as specified

WHY IS THE POPPY PROGRAM NEEDED?

- The Poppy Program is the oldest and most widely recognized Auxiliary Program. Red crepe paper poppies usually made by veterans in rehab, nursing homes or VA centers are offered for donations to keep programs like Bingo, in-house birthday parties, Christmas House and other programs for veterans in the VA centers and homes. Veterans usually receive \$.05 for each poppy made, giving them some self sufficiency and building up their self-esteem.

WHAT CAN I USE THIS MONEY FOR?

CREATIVE ARTS

VA HOSPITAL PROGRAMS

CHRISTMAS HOUSE

VA STATE REHAB CENTERS

FISHER HOUSE

DIRECT VETERAN AND MILITARY FAMILY NEEDS

***CLOTHING**

***TRANSPORTATION**

***FOOD**

***UTILITY PAYMENT**

***MEDICINE & MEDICAL NEEDS**

***OTHER IDENTIFIED NEEDS**

- **Unsure? – evaluate if it directly assists veterans, active military or family**
- Fund raisers can also be utilized to assist with major problems and can count towards Service to Veterans part of the VA&R program.

ADDITIONAL OUTSIDE DONATIONS

HONOR FLIGHTS

www.honorflight.org/donations

www.honorflight.org/find-a-hub

loneeagle.honorflight.org

- **For the veterans**
- Food and nutrition
- Oxygen
- Wheelchairs
- Medical teams on each flight (one medic per bus — and there are sometimes up to six medics per flight — funds cover the medic's food, identifying apparel, medical supplies, travel expenses, and hotel)
- Wheelchair-accessible buses

- **For the guardian (companion/caregiver who attends with the veteran)**
- Airfare to accompany veteran on the trip
- Food and nutrition
- Hotel accommodations to remain with veteran during the trip
- Guardian training and associated needs to execute necessary tasks — food, room rental, medical training, and identifying articles of clothing
- When required — transportation to the airport with veteran
- When required — hotel for the night before the flight with veteran

ARMED SERVICE YMCA FOOD PANTRIES

Nearest ones to Arizona are Texas or California

El Paso: <https://weblink.donorperfect.com/ASYMCA-elpaso-foodsupport>

- **CALIFORNIA**
- **Camp Pendleton:**
- <https://www.asymca.org/camp-pendleton-donate>
- **Twenty-Nine Palms**
- <https://interland3.donorperfect.net/weblink/weblink.aspx?name=E341360&id=231>

POPPY" SPRITZ COOKIES

1 cup butter — room temperature

$\frac{2}{3}$ cup sugar

3 egg yolks

$\frac{1}{2}$ teaspoon salt

1 teaspoon almond flavoring (or other of your choice)

generous squirt red gel food coloring

$2\frac{1}{2}$ cups flour

Heat oven to 400 degrees.

Thoroughly mix first 5 ingredients, then add gel food coloring to achieve the desired color. Add and mix flour in increments. Using about $\frac{1}{4}$ of dough at a time, force dough through a cookie press onto ungreased cookie sheet using a wreath-shaped insert. Using a bit of extra dough, fill in the center of the wreath.

Bake 7 to 10 minutes until set but not brown.

Cool completely. Decorate center by placing a drop of corn syrup in the center and sprinkling with black decorator sugar.

Place in 2"x2" cellophane bag, fold over, and staple to an ALA poppy bookmark

POPPY TOOL KIT DOWNLOADS

Donation Can label

Poppy bookmark

ALA “IN Flanders Field” poem bookmark

Poppy Program Certificate

PSA template

Poppy Day News Release Template

Sample Poppy Proclamation

OTHER RESOURCES AVAILABLE

National Poppy Day Posters

National Poppy Day Banners

Felt Poppy Instructions

Poppy Coloring Book – 7 pages

www.alaforveterans.org

Join the poppy facebook to share ideas

PROGRAM INTERACTION

- Poppy – give a poppy today to someone or make poppies
- Education – talk about the poppy and its importance
- Service to Veterans – provide poppies on special days
- Community Service – give out to citizens encouraging donations to veterans' services
- Children & Youth – introduce to the younger generation and educate at school resource fairs
- **Each time you work the poppy program review those that were impacted and divide hours accordingly to report on the appropriate year-end reports**

IMPORTANT DATES

- August 4 – Coast Guard Birthday
- August 7 – Purple Heart Day
- August 29 – Marine Forces Reserve Birthday
- August 29 – Tribute to the Afghanistan fallen 13
- September 11 – Patriot Day Remember the Heroes
- September 18 – Air Force Birthday
- September third Friday – MIA/POW Day
- September 29 – Gold Star Mother's and Family's Day
- October 13 – Navy Birthday
- October 26 – National Day of the Deployed
- November 10 – Marine Corps Birthday

- November 11 – Veterans Day
- December 7 – Pearl Harbor Remembrance Day
- December 13 – National Guard Birthday
- December third Saturday – Wreaths Across America
- December 20 – Space Force Birthday
- February 1, 2025 – Four Chaplains Day
- February 10 – Coast Guard Reserve Birthday
- March 3 – Navy Reserve Birthday
- March 13 – K-9 Veterans Day
- March 25 – Medal of Honor Day
- March 29 – Vietnam Veterans Day
- April 5 – Gold Star Spouses Day
- April 14 – Army Reserve Birthday

- May 1 – Silver Star Banner Day
- May 10 – Military Spouse Appreciation Day
- May 13 – Children of Fallen Patriots Day
- May 18 – Armed Forces Day
- **May Friday before Memorial Day – National Poppy Day**
- May last Monday – Memorial Day
- June 6 – Anniversary of World War II – D-Day
- June 14 – Flag Day
- June 14 – Army Birthday
- June 23 – Coast Guard Auxiliary Birthday
- July 4 – Independence Day
- July 27 – Korean War Veterans Armistice Day

IMPORTANT MONTHS

- April – month of the Military Child
- May – National Military Appreciation Month
- May – Month of the Military Caregiver
- November – Military Family Month
- November – Warrior Care Month

POPPY POSTER CONTEST

- \$200 classroom wish list fulfilled for state winners in each class
- Winners will be notified to submit the list through the Unit contact to the Department Chair

**POSTERS DUE TO DEPARTMENT
CHAIR BY MAY 5TH**

POPPY POSTER DIVISIONS

- Class I: Grades 2 and 3
- Class II: Grades 4 and 5
- Class III: Grades 6 and 7
- Class IV: Grades 8 and 9
- Class V: Grades 10 and 11
- Class VI: Grade 12
- Class VII: Students with special needs

Class VII: Students with special needs defined as:

- a. Those in special education classes.
- b. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
- c. A child identified as having a disability, but not in a special education class due to lack of facilities; identification contingent upon discretion of school officials.

Grade levels from 2nd to 12th grade are divided into seven classes (listed above) with one additional National class for “Best Overall” in each region. One National award in each of the seven classes will be presented in each region. Winners will receive \$50 and a framed certificate with a \$50 donation in the student’s name made to the Children of Warriors National Presidents’ Scholarship Fund.

POPPY POSTER REQUIREMENTS

1. Each poster shall have a fitting slogan not to exceed 10 words. Articles “a”, “and,” “an”, “the” are not to be counted as words. The words “buddy” and “buy” cannot be used.
2. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
3. Each poster must include a red poppy.
4. Each Unit shall determine the closing date of the unit contest so winners can be forwarded before May 5th.
5. The poster shall be on 11x14” poster board. (Drawing paper will not be accepted).

5. The United States flag may be used as long as there are no infractions of the flag code.

6. Posters will be judged using the following criteria:

- 50% - poster appeal (layout, message, originality)
- 40% - artistic ability (design and color)
- 10% - neatness

7. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils, and markers.

8. Printed in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age, and grade of the contestant and Department of Arizona.

9. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.

10. The poster shall be the work of only one individual.

11. The label “In Memoriam” from the veteran-made poppy may not be used.

All Posters submitted for judging must have the cover sheet completed, signed and attached.

ALL CONVENTION AWARDS

- ALL AWARD PARTICIPANTS MUST HAVE ITEMS IN PLACE BY 1 PM FRIDAY OF CONVENTION FOR APPROPRIATE JUDGING
- ALL ITEMS FOR JUDGING SHALL FOLLOW ALL GUIDELINES AS STIPULATED IN DEPARTMENT AWARDS MANUAL
- JUDGES SHALL BE APPOINTED AS NEEDED AND SHALL FOLLOW GUIDELINES FOR SPECIFIC AWARDS

LITTLE MISS POPPY

- Participant must be a Junior Member between 6 and 12 years of age as of June 1 and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the poppy story must occur through throughout the community during the timespan of May 1 of the current year to April 15 of the following year.
- A Miss Poppy Scrapbook is mandatory to allow for scoring based on:
 - Costume
 - Program promotion to American Legion Family and outside organizations.
 - Publicity including personal contacts
 - Pictures enhance the scrapbook
 - Translate to PDF format prior to sending

- Miss Poppy continued
- For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy award electronic application (under national review) with supporting documentation.
- Document must be submitted in PDF format. Please translate from word to pdf prior to sending.

MARIE TOWNSHEND PLAQUE

- Narrative of not more than 1000 words must accompany report stating how the poppy was utilized monthly (title page not included in word count)
- Must have a title page with appropriate information and signature page (see example)
- All retention of award follows department guidelines
- Any Unit may submit an electronic narrative for National consideration in the appropriate format on the form provided by National
- Submission of photographs must have a short description for both state and national narratives.

MARIE COONEY MEMORIAL PLAQUE

- Poppy Window or Public Poppy Display
- Senior or Junior members may enter
- Must be displayed in the week preceding Unit Poppy Day
- Must include wording “American Legion Auxiliary”
- May include the story of the poppy, benefits derived from Poppy Day, Flanders Field, miniature cemetery, battlefields, field of poppies, poppy decorations, etc. The Star of David (six pointed star), symbol of the Jewish faith, shall be used in Poppy Window/Public Display when the cross is featured
- Submit an 8x10 photo with Unit name/address on back
- Utilize a title page with appropriate information

NITA KIMBALL COMMUNITY POPPY AWARENESS PLAQUE

- Most original “hand-out” item utilizing the poppy and designed by a Unit for distribution to the public (bookmarks, hair clips, lapel pins, etc.)
- 5 items on poster board of 20”x20” (maximum). Photos may be added of event on the board
- 100-word summary of the project on the poster includes unit name/number, number of members and hours on project, how many made and handed out, total amount of donations and how presented to community
- Item must showcase the poppy
- originality

PATRIOTIC POPPY DECORATION PLAQUE

- Overall dimensions of the decorations shall not exceed 15"x15"x15"
- 20 paper poppies without tags
- Patriotic theme
- Written description includes Unit name/number description, why it is patriotic, names/hours of participants, signed and dated by Unit poppy chair

SPECIAL HAT CONTEST

- Five categories of hats accepted
- All hats must be blank to start
- Units may enter two different categories
- Must utilize at least 2 paper poppies per hat
- May utilize any type of hat including a hard hat
- All hats must have a tag attached with the category and Unit #
- Open to Senior and Junior members

Categories

- Funny or silly
 - Bling
 - Elegant
 - Job specific
 - Patriotic
-
- Category winners receive a prize and certificate
 - 2nd and 3rd receive a certificate
 - Winners determined by membership attending convention with 4 votes per unit
 - Voting Friday and Saturday until 1 pm by placing the ticket in the container in front of the hat

POPPY COMMITTEE 2026-2027

- Kat Sticklin, Department Poppy Chair
- katsticklin2025@gmail.com
- 928-322-1550

- Wendy Hackney, Co-chair
- wendy9rs@gmail.com
- 480-510-6824

- Leslie Cuning, Committee Member
- lenzkids3468@gmail.com
- 928-250-2880

- Jeannie Booth, Committee Member
- jeannie.ala105@gmail.com
- 623-680-6818

DEPARTMENT DUE DATES

- ALL DEPARTMENT REPORTS, NARRATIVES, **DUE BY MAY 1st**
- **POSTERS MUST BE RECEIVED BY MAY 5**
- KAT STICKLIN
- 1519 S. 2ND AVENUE
- SAFFORD, AZ 85546
- NARRATIVES AND REPORTS MAY BE EMAILED TO katsticklin2025@gmail.com
- Questions?? 928-322-1550