



## AMERICAN LEGION AUXILIARY, DEPARTMENT OF WISCONSIN



### POPPY PROGRAM

**Purpose:** The purpose of the Poppy Program is to honor veterans for their service and sacrifice by promoting and educating all people of the Poppy's history and the financial benefit realized by our nation's veterans as a result of its distribution. This program includes the circulation of the poppy and promotion of its history and the significance of its distribution.

**Objectives:**

- Promote/Circulate the history of the poppy and significance of its distribution while educating the public.
- Increase poppy revenues by encouraging units and posts to participate in the Poppy Program for generating funds and partnering with local businesses to gain more distribution opportunities to increase poppy revenues.
- Increase the number of Veteran Poppy Makers. Because Wisconsin has a viable Poppy Shop, poppies will continue to be made by Veterans who participate in the rehabilitation program. Efforts will be made to recruit poppy makers from other VA facilities throughout the state.
- Only poppies made by veterans may use the label "Handmade by Veterans."
- May is the traditional month for distribution of poppies but distribution is encouraged throughout the year.

**Poppy Funds:** ALA Department guidelines state:

- Department Convention action in 1928 mandated that 20% of all Unit and Post Poppy Profits are to be sent to ALA Department Headquarters for use in Department VA&R and C&Y programs.
- Two separate fund records must be maintained, a general fund and a welfare fund. All poppy profits shall be placed in the welfare fund (Veterans Affairs & Rehabilitation and Children & Youth) and used wholly for veterans and children's service work.
- Poppy funds are not to be invested to bring profit to the Unit or Post and volunteers who distribute poppies are not to receive compensation from this fund.

**POPPY DONATIONS CAN BE USED FOR:**

Resolution No. 20 was approved by the National Executive Committee of The American Legion on May 8-9, 2013 and supersedes all previous resolutions regarding the Poppy Program.

The funds derived from the distribution of The American Legion and the American Legion Auxiliary Poppy shall be used for the following purposes only:

- Rehabilitation of veterans honorably discharged from the United States Armed Forces after April 6, 1917
- Welfare of the families of veterans of the above named period
- Rehabilitation of hospitalized service personnel returning home and awaiting discharge who require treatment in service hospitals
- Welfare of veterans, active military personnel, and the families of veterans and active military personnel of the above named period **where financial and medical need is evident**
- Funds collected prior to May 8, 2013 may not be used for active duty service members or families.

For suggested projects that may be supported by the Poppy/Welfare Fund, please refer to the current Poppy Funds Suggested Donation sheet, available on the ALA Department website ([www.amlegionauxwi.org](http://www.amlegionauxwi.org)) or from ALA Department Headquarters.

**Although the following is not a comprehensive list, Poppy Funds CANNOT be used for:**

1. Any general operating fund of a department, unit or post.
2. Compensation for any volunteers who distribute poppies.
3. Any community service project that does not strictly benefit the welfare of an individual veteran, military service member, or the welfare of his/her immediate family and dependents.
4. General maintenance, beautification or improvement projects of American Legion or Auxiliary facilities, including adding ramp(s) to a post home.
5. Investments, even those that would bring profit to the unit or post.
6. POW/MIA programs.
7. Memberships, including other veteran support organizations such as Gold Star Mothers.
8. Contributions to the Auxiliary Emergency Fund.
9. ALA Girls State/Girls Nation fees.
10. Flags or flagpoles.
11. Scholarships which do not restrict eligibility solely to military service members or their children, or where the financial need is not evident.
12. Mileage, travel or lodging expenses; registration or conference fees; or costs incurred by a person including ALA members, volunteers and staff - to attend any meeting, conference or event about veterans.
13. Attire or uniforms used by volunteers or staff in promoting or conducting ALA program activity or business.
14. Projects involving the general public as well as veterans and their families. Money for these projects must be expended from the general fund.

*\*Facts taken from TAL Resolution No. 20, the National ALA Constitution and Bylaws, Department Guidelines and Standing Rules, and their Plans of Action as posted on their websites.*