

Soaring

ABOVE & BEYOND





2021-2022 Veterans of Foreign Wars Auxiliary National Officers



President Jean Hamil (center)
Senior Vice-President Jane Reape (upper left, then counter clockwise)
Junior Vice-President Carla Martinez
Conductress Lois Callahan
Chief of Staff Leona McDermott
Chaplain Brenda Bryant
Secretary-Treasurer Ann Panteleakos



Dear Members,

As we embrace this new Program Year, we look forward to a much brighter 2021-2022.

While the 2020-2021 Program Year challenged us in ways we never expected, our members have shown resilience and proven their loyalty and dedication to our organization time and time again. You adapted to challenging circumstances and continued to support our mission of serving veterans, service members, their families and communities despite unforeseen obstacles.

We never stopped working our National Programs and we never stopped being there for our heroes.

Throughout my years in the Auxiliary, my inspiration has come from the knowledge and guidance of my mentors, at every level. Many of them have passed on, but they're always with us in our hearts and minds. They are like the cardinal you will see on the cover: always watching over us. You may have heard this saying before — "Those we love don't go away; they fly beside us every day." This brought me to my theme of **Soaring Above and Beyond** as we merge our past with our present and take our organization into the future.

We have 11 National Ambassadors this year, each a vital piece of our Auxiliary puzzle that, when complete, forms a comprehensive vision of who we are and what we need to do. Under their direction, we're positioning our great organization for success.

The Programs you will read about in detail in this book are a resource to empower you, our members, with the tools you need to continue to remain focused on our Programs and the importance of promoting them in our communities.

We will continue Mentoring for Leadership, now in its third year, as we encourage and guide our members on all levels to step up and be leaders! This time, we've decided to combine the Mentoring for Leadership Program with Chief of Staff. We feel like it is a great combination. It puts together two roles with one common goal of fostering a legacy of healthy Auxiliaries supported by members who are ready (prepared) and willing to take over leadership roles.

Auxiliary Community Outreach will continue into its second year. We have had a lot of good experience refining this Program that is all about donating time to other organizations and being visible in our communities. We're excited for many new opportunities to come with Auxiliary Community Outreach.

Let's shoot for the moon, set ambitious goals for ourselves and strive to achieve them. No matter what, **Soaring Above and Beyond** together, we will accomplish great things along the way for the VFW Auxiliary and our veterans, service members, their families and communities.

Loyally,

A handwritten signature in cursive script that reads "Jean Hamil".

Jean Hamil
National President

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Circle of Excellence

Every Department has the opportunity to join the Circle of Excellence. The criteria are listed below. National Headquarters will be tracking this information. Consider this a checklist for the year of important items and deadlines that must be met. Membership is an important factor and will be encouraged by the Conference Membership Coaches, who will be working with Department Membership Chairmen to achieve the membership portion of the Circle of Excellence criteria. **Your Department MUST achieve 250 points or above to enter the Circle of Excellence.**

Criteria for entering the Circle of Excellence:

1. Growth in Membership:

Membership Standings by June 30, 2022 based on June 30, 2021 final membership statistics. Membership will be based on figures listed on the CMR - Paid, Cancelled & Deceased report in MALTA.

Possible Points	Actual Points	Criteria
110		Over 101% in Membership, not including Deaths (current percent)
100		100% Plus in Membership, not including Deaths (current percent)
90		100% Plus in Membership, including paid Deaths (paid percent)
80		97-100% in Membership, including paid Deaths (paid percent)

2. Comply with Bylaws/Administrative Follow-Through:

- A) All installation reports MUST be received at National Headquarters by July 31, 2021. If not, the Department MUST submit a request for a suspension by that date for time to mentor and rejuvenate the Auxiliary.

Possible Points	Actual Points	Criteria
15		Installation report received at National Headquarters by June 30, 2021.
10		Installation report received at National Headquarters by July 31, 2021.

- B) All Auxiliaries MUST be bonded by August 31, 2021. If not, the Department MUST submit a request for a suspension by that date to allow time to mentor and rejuvenate the Auxiliary.

Possible Points	Actual Points	Criteria
15		All Auxiliaries bonded by July 31, 2021.
10		All Auxiliaries bonded by August 31, 2021 or request for suspension.

- C) The Department MUST have submitted a Council-approved Audit and Budget by October 1, 2021 or request an extension on or before that date.

Possible Points	Actual Points	Criteria
10		Council-approved Audit and Budget by October 1, 2021 or request an extension.

- D) Department, District and Auxiliary Officers (Presidents, Secretaries and Treasurers) dues MUST be paid by December 31, 2021 or submit an email or letter to relieve any non-paid Officers to National Headquarters by January 5, 2022.

Possible Points	Actual Points	Criteria
10		Dues of Officers at all levels paid by December 31, 2021 or email or letter to relieve non-paid Officers to Headquarters by January 5, 2022.

Circle of Excellence

Criteria for entering the Circle of Excellence:

3. Department Communication:

- A) The Department MUST communicate with every Auxiliary at least quarterly in one or more of the following ways: email, mail, phone, website, newsletter, e-newsletter or General Orders.

Possible Points	Actual Points	Criteria
10		Communicate with Auxiliaries throughout the year.

- B) The Department Chairman of each National Program MUST send at least four (4) promotionals and/or communications to their National Ambassador.

Possible Points	Actual Points	Criteria
10		Department Chairmen are to promote National Programs at the Department level.

4. Training:

The Department MUST hold at least one training session* on each of the following:

**Training session can take place at a Department School of Instruction, Meeting, Convention or other organized training events. These trainings can be combined into one session.*

- A) How to Identify an Unhealthy Auxiliary

Possible Points	Actual Points	Criteria
10		Department to host training session on how to identify an unhealthy Auxiliary by November 30, 2021.

- B) National Programs and Organizational Knowledge (e.g.,: Bylaws, Ritual and Booklet of Instructions)

Possible Points	Actual Points	Criteria
10		Department to host training session on National Programs and Organizational Knowledge by November 30, 2021.

- C) The Uses of MALTA (Membership and Leadership Technology Access) Membership System

Possible Points	Actual Points	Criteria
10		Department to host training session on the uses of MALTA by April 30, 2022.

- D) Online Auxiliary Academy Video

Possible Points	Actual Points	Criteria
10		Department to host training session utilizing an Online Auxiliary Academy video by April 30, 2022.

Circle of Excellence

Criteria for entering the Circle of Excellence:

5. Programs Participation and Working Together on a Common Goal:

A) The Department President MUST complete and submit the online Year-End Report.

Possible Points	Actual Points	Criteria
25		Department President MUST submit the online Year-End Report by the May 2022 date specified in the Year-End Report email by National Headquarters.

B) What did your Department do to engage every Auxiliary in the work of the organization?

Possible Points	Actual Points	Criteria
10		Department President MUST describe what the Department did to engage every Auxiliary in the working of the organization in the online Year-End Report by the May 2022 date specified in the Year-End Report email by National Headquarters.

C) All Auxiliaries MUST complete at least one project, activity or donation that benefits veterans by April 30, 2021. If not, the Department MUST submit a request for a suspension by that date.

Possible Points	Actual Points	Criteria
10		All Auxiliaries MUST complete at least one project, activity or donation that benefits veterans by April 30, 2022. If not, the Department MUST submit a request for a suspension by that date.

D) The Department must hold a joint VFW and VFW Auxiliary Department-level project in addition to Current National Scholarship programs. Project must be completed by April 30, 2022.

Possible Points	Actual Points	Criteria
10		The Department must hold a joint VFW and VFW Auxiliary Department-level project in addition to current National Scholarship programs. Project must be completed by April 30, 2022. Project to be described in the online Year-End Report by the May 2022 date specified in the Year-End Report email by National Headquarters.

E) Any Auxiliary that is below 100% in membership on January 31, 2022 MUST be contacted by a Department Officer to determine a need for mentoring and/or other assistance. The Department Officer must contact the Auxiliary on or before April 15, 2022. The Department Officer must then report to the Department President by April 30, 2022.

(If all Auxiliaries and Districts in your Department are at 100% on January 31, 2022 you will automatically receive 10 points.)

Possible Points	Actual Points	Criteria
10		A Department Officer is to contact any Auxiliary below 100% in membership on January 31, 2022 on or before April 15, 2022. Department Officer is to report to the Department President by April 30, 2022. Outcomes are to be described in the online Year-End Report by the May 2022 date specified in the Year-End Report email by National Headquarters.

Circle of Excellence

Circle of Excellence Awards:

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. \$500 to the Department for meeting all of the criteria listed on pages 1-3 and entering the Circle of Excellence.
2. Circle of Excellence Streamer for Department Banner.

AWARDS FOR DEPARTMENT PRESIDENTS

1. Circle of Excellence medallion.
2. Circle of Excellence tie (men) or scarf (ladies).
3. Circle of Excellence pin.

Outstanding Performance Awards for Department Chairmen

The Outstanding Performance Awards are given each year to recognize hardworking Departments and Department Chairmen who have given an extra amount of effort.

The Outstanding Performance Award:

\$200 to the Department and a keepsake to the Department Chairman in each of the 10 Program Divisions*. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Second-Place Outstanding Performance Award:

\$100 to the Department and a citation to the Department Chairman in each of the 10 Program Divisions*. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Programs Judged:

- Americanism
- Auxiliary Community Outreach
- "Buddy"® Poppy & VFW National Home for Children
- Chief of Staff & Mentoring for Leadership
- Historian & Media Relations
- Hospital
- Legislative
- Membership
- Scholarships
- Veterans & Family Support
- Youth Activities

The Selection

The National Program Ambassadors of each Program listed will select the recipients. Chairmen will be judged on quality, creativity and originality of all communications, promotions and events. Any time a Chairman does anything to promote or publicize the Program to the members and the community, he/she should send a copy of the item or communication, or a description of the event or presentation to the National Program Ambassador.

Required to qualify:

A minimum of four mailed and/or emailed promotions to the members in his/her Department.

** Program Divisions will be announced at the start of the Program Year.*

2021-2022
National Program Ambassadors
and
National Program Awards

Americanism Ambassador/ Patriotic Instructor



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Americanism is a like-minded characteristic of an individual, group or culture set of United States patriotic values aimed at creating a collective American identity. The VFW Auxiliary's foundation is based on an ideology which is defined as an expression of the nation's rightful place in the world; a set of traditions, a political belief and a cultural style inspired with political meaning. Americanism is a Program designed for promoting patriotic unity and teaching Auxiliary traditions. We are a group of passionate members who share a bond for veterans, their families and community.

Patriotism is described as a sense of attachment to a homeland and alliance with other citizens who share the same sentiment. In other words, American national pride is a feeling of love and devotion for the whole of the United States. This connection is based on a foundation of various factors including ethnic, cultural, political or historical aspects.

Combine Auxiliary and Patriotism together and you have nearly 475,000 members who share a similar passion for the United States. We are a group of people who vigorously support our nation and more specifically, those who have served and continue to serve our country. Through patriotic unity, community connection, and the red, white and blue, we honor America's history and thrive in the land of the free by exercising patriotism and promoting Americanism in our daily actions.

Patriotic Unity

Patriotic unity is a term which indicates wholeness, harmony, togetherness or national pride. This should not be owned by one individual, but rather an entity, like an Auxiliary, to promote and demonstrate respect for America's patriotic traditions. All members have a responsibility to help educate their communities on America's patriotic traditions, including honoring the United States Flag.

Community Connection

For more than 100 years, we continue to respect and carry forward Auxiliary traditions. Today, we persevere by navigating new technology and using social media platforms to promote the Americanism Program. We are unveiling a first-ever hashtag to promote patriotism as a next-level tool to continuously connect with our communities. Whether you are capturing patriotic unity or Auxiliary traditions in action, tag the activity and/or event using the hashtag #AuxiliaryPatriotism. Record these moments by posting them to social media outlets such as Facebook, Instagram and YouTube. Are you celebrating a patriotic holiday, recognizing a Star family or honoring POW/MIA in your community? Show your patriotic pride by using the hashtag.

Here are some ideas when tagging #AuxiliaryPatriotism:

- Lead a United States Flag raising ceremony at a local business or sporting event.
- Participate in a community patriotic holiday parade. Ask Auxiliary members or youth groups to get involved and help hand out Flags or decorate a float, if applicable.
- Host a recognition experience of Auxiliary Programs (e.g., patriotic holiday ceremonies, Patriotic Art Contest participants, hospital volunteers, legislative activities sponsoring veterans, "Buddy"® Poppy drives, or veterans and military caregivers or mentors). Capture the art of Auxiliary traditions embedded into these events.

- Honor the POW/MIA with a balloon release or Flag-folding service.
- Conduct a Facebook Live or School of Instruction hosted by the Patriotic Instructor.
- Produce a video demonstrating Flag etiquette
- Invite Star families to special Auxiliary events, such as a Family Freedom Festival.
- Partner with parents and educators to raise awareness and help educate America's future leaders in the meaning of patriotism. Inspire those in the classroom and the community to further build on the legacy of the Auxiliary traditions and promote the Americanism Program.

Red, White and Blue

If we keep patriotism in the forefront, we demonstrate a pledge to our nation's veterans, service members and their families. By exercising patriotic unity through community events such as honoring patriotic holidays, recognizing those who display the United States Flag (individuals or businesses) and educating others about America's patriotic traditions, we extend the legacy of respect for the red, white and blue and of the VFW Auxiliary.



Americanism Program

**Flag Education • Promote #AuxiliaryPatriotism
POW/MIA Recognition • Star Family Recognition**

This definition of “Americanism” was originated by the Commanders-in-Chief of the Grand Army of the Republic, United Spanish War Veterans, Veterans of Foreign Wars of the United States, the National Commanders of the American Legion and the Disabled American Veterans of the World War at a conference held in Washington, D.C., in February 1927:

“Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

Patriotic Instructors

The Patriotic Instructor educates members about the proper salute to the U.S. Flag, as well as the recitation of the Pledge of Allegiance. He or she also takes the time to understand the VFW Auxiliary Ritual and the Federal Flag Code. He or she helps members to understand the traditions and ceremonies of the organization. The *Understanding Auxiliary Traditions* helpsheet and video are available on the website at vfwauxiliary.org/resources.

For detailed information on Auxiliary traditions, rituals and patriotic ceremonies, reference the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. Patriotic items and educational materials are available for purchase through the VFW Store at 1-833-VFW-VETS or online at vfwstore.org.

Flag Education

A large part of showing Americanism and demonstrating patriotic spirit is respecting and properly caring for the U.S. Flag. Flag etiquette covers everything from proper display of our Flag to acceptable conduct around this symbol of our nation.

For more information about Flag etiquette, the history of our Flag and to read the U.S. Flag Code, visit vfw.org/community/flag-etiquette.

Respect for the Flag - Engaging the Community

- **Flag Education in Schools** – Educating our youth about patriotism is an important step on the path to good citizenship. Encourage members of your Auxiliary to volunteer in schools and educate youth on the importance of respecting our Flag. Volunteers can visit individual classrooms or do a presentation at a school assembly. For more resources, visit vfwauxiliary.org/what-we-do/americanism.
- **Recognition of Outstanding Community Flag Display** – When a community member, business or organization takes the care and time to display our “Stars and Stripes,” it reinforces patriotism to the entire community. You may recognize this display of patriotism by presenting a certificate of appreciation from your Auxiliary.
- **Flag Retirement Ceremonies** – These ceremonies honoring our Flag serve as one of the most beautiful forms of respect for our country. This is the perfect way to involve the whole family of Auxiliary and VFW members. Flag retirement ceremonies can also serve as an event to involve the entire community. For more information on this and other Flag etiquette, visit vfw.org/community/flag-etiquette.

Promote Patriotism – Celebrating Patriotic Holidays

Patriotic holidays are an opportune time to involve the whole family and bring community attention to your Auxiliary. When fun family events are presented to the community, prospective new members will walk through your door. Patriotic holidays can serve as the perfect way to show that your Auxiliary supports patriotism, veterans and their families as a top priority. For more information about patriotic days and ways to celebrate, visit vfwauxiliary.org/what-we-do/americanism.

National Vietnam War Veterans Day – March 29

National Vietnam War Veterans Day honors a generation of men and women who served and sacrificed during the longest conflict in U.S. history. March 29 marks the anniversary of when combat forces departed South Vietnam in 1973, even though some troops remained until their final departure in 1975.

Loyalty Day – May 1

On May 1, 1930, 10,000 VFW members staged a rally at New York's Union Square to promote patriotism. Through a resolution adopted in 1949, May 1 evolved into Loyalty Day.

Armed Forces Day – Third Saturday in May

A day to pay tribute to the men and women currently serving in our nation's armed forces.

Memorial Day – May 30 (Traditional)

Patriotism calls for all citizens to be reminded of the deaths of their fellow countrymen during wartime. By honoring the nation's war dead, we preserve their memory and thus their service and sacrifice.

Flag Day – June 14

This day celebrates the official symbol for the United States: our "Stars and Stripes." Flag Day was first recognized by Congress on June 14, 1777.

Independence Day – July 4

On this day in 1776, our forefathers formed a new nation by adopting the Declaration of Independence.

Patriot Day – September 11

This day is to perpetuate the memory of those who perished in the attack on America that occurred on this date in 2001.

POW/MIA Recognition Day - Third Friday in September

POW/MIA Recognition Day honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. National POW/MIA Recognition Day, traditionally on the third Friday in September, is one of the six days specified by law on which the black POW/MIA flag shall be flown over federal facilities and cemeteries, post offices and military installations.

Auxiliary members are passionate about bringing attention to former Prisoners of War and those Missing in Action by holding ceremonies to both educate their communities and honor these special veterans. One way to honor these veterans and educate youth and the community on this subject is by having a Missing Man Table Ceremony. This practice provides a visual demonstration of the significance of POW/MIA Recognition Day. You are encouraged to share this ceremony with youth groups partnering with the Auxiliary. Find a sample of the ceremony wording and table setup at vfwauxiliary.org/resources.

Gold Star Mother's & Family's Day - Last Sunday in September

On this day, Americans are encouraged to display the Flag and hold appropriate ceremonies as a public expression of our nation's gratitude and respect for our Gold Star Mothers and Families.

Veterans Day – November 11

This is an opportunity to honor the brave men and women, both living and deceased, who fought America's battles past and present.

Pearl Harbor Day – December 7

This day is in remembrance of the same date in 1941 that Japanese bombers staged a surprise attack on U.S. military and naval forces in Hawaii.

Branch of Service Birth Dates

- **U.S. Army** - June 14, 1775
- **U.S. Marine Corps** - November 10, 1775
- **U.S. Navy** - October 13, 1775
- **U.S. Air Force** - September 18, 1947
- **U.S. Coast Guard** - August 4, 1790
- **U.S. National Guard** - December 13, 1636

Military Flags Order of Precedence

According to Department of Defense guidelines, military service flags, insignias, etc., should be displayed in the following order (left to right as you face the flags): Army, Marine Corps, Navy, Air Force and Coast Guard.

Star Family Recognition

You may have seen a blue star, gold star or silver star service flag or service banner in the window of a home in your area. A service flag or service banner is a banner approved by the Secretary of Defense that family members of those serving in the United States Armed Forces can display.

- Blue Star Families can display a flag or banner with a white field and a red border, with a blue star for each family member serving in the United States Armed Forces during any period of war or hostilities.
- Gold Star Families can display a flag or banner with a white field and a red border, with a gold star that represents a family member who died during military operations.
- Silver Star Families can display a flag or banner with a blue field with an outer red and inner white border, with a silver star that represents a family member who was injured, wounded or became ill during or as a result of combat.

You are encouraged to recognize and honor these families in your community.

Americanism Program Awards

AWARDS FOR MEMBERS

1. Citation to one Patriotic Instructor in each of the 10 Program Divisions for the best patriotic education. Criteria and nomination form (required) available at vfwauxiliary.org/resources. Nomination forms are due to the Department Americanism Chairman by March 31, 2022. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Americanism Chairman must sign and send a copy of the completed Department-winning nomination form to the National Americanism Ambassador by April 30, 2022 for judging.

AWARDS FOR AUXILIARIES

1. Most outstanding use of the #AuxiliaryPatriotism hashtag in a social media post.
 - Citation to every Auxiliary that uses the #AuxiliaryPatriotism hashtag in a social media post. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Americanism Chairman by March 31, 2022.
The Department Americanism Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding use of the #AuxiliaryPatriotism hashtag in a social media post. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Americanism Chairman must sign and send a copy of the completed Department-winning entry form to the National Americanism Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Americanism Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Americanism Chairman in each of the 10 Program Divisions for the best promotion to build awareness of the #AuxiliaryPatriotism hashtag campaign. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 9. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Auxiliary Community Outreach Ambassador



MARY RYSER
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The Auxiliary Community Outreach Program is when you, the member, volunteer with another organization. It is a donation of your time, not in-kind or monetary donations. It's about service with other organizations in our communities and offers us another way to help improve where we live.

Something new is being added to the Program this year. We can all agree the first responders of our communities, some of whom have been working around the clock during the pandemic, give so much to our communities and deserve a helping hand. This fall marks the 20th anniversary of 9/11, and to commemorate that date we are adding the initiative of volunteering with a group of or for an organization that supports first responders. Refer to ideas below to get started with planning or participating in events, projects or programs within your community to support and/or recognize first responders.

Help First Responders

- Volunteer at a safety fair (e.g., fire safety seminar, CPR training, bike helmet distribution, child ID kits).
- Educate the public about Project Blue Light.
- Help with and/or participate in fundraisers (e.g., bowling team, car wash, spaghetti fundraiser, motorcycle ride, 5K walk/run, bailout of "jail," fill the boot, etc.)
- Partner with the community to host a local First Responder Appreciation Day or Week. Opportunities include:
 - January 9 – National Law Enforcement Appreciation Day (L.E.A.D.)
 - Second Week of April – National Public Safety Telecommunicators Week
 - May 4 – International Firefighters' Day (IFFD)
 - May 15 – National Peace Officers Memorial Day
 - Week of May 15 – National Police Week
 - Third Full Week of May – National EMS Week
 - October 28 – National First Responders Day

Let's step up, support and volunteer for those who keep us safe in our communities – our first responders.

Other Ways to Participate in Auxiliary Community Outreach

Help Youth

- Tutor students.
- Volunteer with after-school programs.
- Volunteer with youth performing arts programs, sports clubs, etc.

Help Senior Citizens

- Read to residents at a nursing home.
- Deliver groceries and meals to elderly neighbors.
- Teach computer skills to senior citizens.
- Drive senior citizens to doctor appointments.
- Mow an elderly neighbor's lawn.
- Help elderly neighbors clean their homes and organize their belongings.
- Rake leaves, shovel snow or wash windows for a senior citizen.

Help Animals and the Environment

- Take care of cats and dogs at an animal shelter.
- Plant a tree for Arbor Day.
- Participate in the cleanup of a local river, pond or lake.
- Clean or plant flowers in a local park.

Help the Hungry and/or Homeless

- Volunteer at a soup kitchen or food pantry.
- Volunteer with backpack snack programs.
- Help repair or paint a local homeless shelter.
- Help organize and sort donations at a homeless shelter.

Please note the following regarding the Auxiliary Community Outreach Program:

- This Program encompasses projects NOT AFFILIATED with VFW or VFW Auxiliary Programs.
- Projects must be approved by the Auxiliary and recorded in the meeting minutes.
- You are encouraged to wear VFW Auxiliary attire when volunteering in this Program. Attire includes, but is not limited to, an Auxiliary name badge, shirt, hat, jacket, etc.

It's not about spending money, but rather showing love and appreciation for the community and our pride as members of the Veterans of Foreign Wars Auxiliary.



Auxiliary Community Outreach Program

Member Participation in Community Outreach • Auxiliary Participating in Community Outreach

Auxiliary Community Outreach is volunteer work performed by one member, a group of members or an Auxiliary for the benefit of their community or its institutions. Auxiliary Community Outreach can:

- Be performed by people of any age, skill set or ability level.
- Benefit any group of people such as children, senior citizens and those with disabilities.
- Benefit animals, the environment and public spaces.
- Be done in communities of all types and sizes – rural, suburban and urban, small and large.

We volunteer to make a difference in our community, but we receive benefits including:

- Helping others
- Learning new skills
- Career advancement
- Increased confidence
- Meeting new people
- Fighting stress and depression
- Developing a stronger sense of purpose
- Personal growth

Community Outreach and the VFW Auxiliary

While emphasis is placed on our core VFW and Auxiliary Programs, we realize Auxiliary members and Auxiliaries also participate with other community organizations. Members and Auxiliaries can now report and be recognized for such community work through the Auxiliary Community Outreach Program.

It is important that at the beginning of the Program Year a motion is made on the floor that when members volunteer their time for a civic program, school program, youth program, etc., they are representing the VFW Auxiliary and should turn in their hours served to be reported for Auxiliary Community Outreach.

Projects may be done by a member who is representing an Auxiliary, by an Auxiliary alone, with the VFW Post or other community groups.

Collectively, all of our volunteer hours need to be counted to effectively show the importance of the local VFW and VFW Auxiliary to the community.

Be visible and show your pride in the VFW Auxiliary by wearing Auxiliary-branded attire when you participate in Auxiliary Community Outreach. A shirt, jacket or hat with the Auxiliary emblem can start a

conversation about the Auxiliary and what we do. It is also a great way show members volunteering out in our communities and not just in our Post homes.

What's Considered Auxiliary Community Outreach

When an Auxiliary member, group of members or an entire Auxiliary volunteers for an organization outside our own, it should be considered Auxiliary Community Outreach **if the project was approved by the Auxiliary and recorded in the meeting minutes prior to the project.** Examples include:

- Participation in walks that benefit other organizations (e.g., Race for the Cure, Walk to End Alzheimer's, Light the Night Walk, Walk MS, Heart Walk, etc.)
- Working with local police on child ID kits.
- Working with firefighters on fire safety and prevention.
- Working with EMTs to host CPR training.
- Working with parks and recreation departments to plant trees, adopt-a-park initiatives and develop community art installations.
- Handing out food at soup kitchens.
- Delivering food for Meals on Wheels.

When we participate in Auxiliary Community Outreach we become better citizens of the communities in which we live.

What's Not Considered Auxiliary Community Outreach

- **Auxiliary Community Outreach is for projects NOT AFFILIATED with VFW or VFW Auxiliary Programs.**
- Volunteer work that is performed for the benefit of the Post or Auxiliary is NOT considered community service. Examples of projects that do not qualify include:
 - Repairs or maintenance to the Post home.
 - Cooking or serving a meal for a Post or Auxiliary fundraiser.
 - "Buddy"® Poppy distribution.
 - VFW or Auxiliary meetings, conventions, conferences or schools of instruction.
 - Church activities for one specific congregation and not the entire community (e.g., usher, elder, deacon, minister, etc.)

Auxiliary Community Outreach Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding photo collage featuring Auxiliary members volunteering with first responders at their community activity and/or event.
 - Citation to every Auxiliary that submits a photo collage featuring Auxiliary members volunteering with first responders at their community activity and/or event. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Auxiliary Community Outreach Chairman by March 31, 2022.

The Department Auxiliary Community Outreach Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding photo collage featuring Auxiliary members volunteering with first responders at their community activity and/or event. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Auxiliary Community Outreach Chairman must sign and send a copy of the completed Department-winning entry form to the National Auxiliary Community Outreach Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Auxiliary Community Outreach Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Auxiliary Community Outreach Chairman in each of the 10 Program Divisions for the best promotion of Auxiliary members partnering with a first responder group or organization in your community. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 13. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

“Buddy”® Poppy & VFW National Home for Children Ambassador



DONNA RALSTON
138 North St.
Claremont, NH 03743
603-320-4356
dr890moose@gmail.com

“Buddy”® Poppy Education and Community Outreach

The “Buddy”® Poppy is a small but mighty memorial flower that has raised millions of dollars for the welfare of veterans and their dependents. The “Buddy”® Poppy Program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home for Children.

“Buddy”® Poppy Facts:

- “Buddy”® Poppies are assembled by veterans in need and disabled veterans, affording them additional income and a form of therapy.
- For each “Buddy”® Poppy purchased by your Department for distribution:
 - One-and-a half cents go to the Department’s Veterans Service Fund.
 - One cent goes to VFW National Headquarters Veterans Service Fund.
 - One cent goes to the VFW National Home for Children.
- When the Auxiliaries host or co-host a “Buddy”® Poppy Drive, the money collected goes into the Auxiliary Relief Fund to be spent*:
 - Aiding Auxiliary members in need of financial assistance.
 - Meeting obligations or sending monetary gifts to the VFW National Home for Children.

- On Hospital work for all veterans, members of the armed forces, Auxiliary members and their families.
- On Veterans & Family Support work for all veterans, members of the armed forces, Auxiliary members and their families.
- On the National Auxiliary Cancer Aid & Research Fund.
- On Special purposes authorized by National Headquarters.
- To perpetuate the memory of deceased veterans and members of the armed forces and to comfort their survivors.
- To foster true patriotism through historical and educational programs.

Learn more by visiting the VFW website at vfw.org/community/community-initiatives/buddy-poppy.

*See the *Booklet of Instructions* for more information.

Ways to Advertise Your “Buddy”® Poppy Drive

Once you’ve selected a distribution date, secured the distribution location and ordered your Poppies, it’s time to get the word out about your “Buddy”® Poppy drive. Ways to let people know where and when they can get a “Buddy”® Poppy include:

- Post on your local town or city Facebook page.
- Create an event on your Post and/or Auxiliary Facebook Page.
- Contact your local television and radio station and ask them to promote your “Buddy”® Poppy drive on their Facebook page, station websites and event calendars.
- Post flyers at your local grocery store, library, coffee shop, post office, community center, etc.
- Put an ad in the newspaper to let the community know you are having a “Buddy”® Poppy drive.

How you choose to get the word out is up to you! Be sure to list the time, date and location of your “Buddy”® Poppy drive.

“Buddy”® Poppy Display Contest

“Buddy”® Poppy display contests provide an opportunity to educate members about the “Buddy”® Poppy and have the Post and Auxiliary work together to show unity. It’s also an opportunity to get schools and youth groups in your community involved.

- Consider asking prominent members of your community and youth groups to participate in the contest.
- Ask your local library and/or community center to display entries in their lobby and ask members of the community to vote for the winner.
- Include a poster of the “Buddy”® Poppy story and ways to donate to the “Buddy”® Poppy Program.
- Ask your local television station if they will play National Headquarters’ video, “The Veterans Behind the “Buddy”® Poppy.”

Contest rules, deadlines, judging, awards and other helpful information are listed in the “Buddy”® Poppy Chairman’s Manual available at vfwauxiliary.org/resources.

VFW National Home for Children

Located in Eaton Rapids, Michigan, the National Home welcomes families of active-duty military personnel, veterans and relatives of VFW and VFW Auxiliary members to their small-town community where they may live up to four years and benefit from numerous community services. They work to identify what they need and want to accomplish, during which time they are provided:

- Housing
- Education
- Day care
- Basic Needs
- Recreation
- Case Management

Families must have children under the age of 18, be self-motivated, ready for a life change and willing to work hard. Over the years, the National Home has evolved to meet the changing needs of America’s military and veterans’ families. Through it all, one thing has remained constant: the National Home’s commitment to honor our nation’s veterans and service members by providing help and hope for their children and families. Learn more about the National Home at vfwnationalhome.org.

National Home Life Memberships

Support the National Home by becoming a Life Member. Auxiliaries are encouraged to purchase Life Memberships for their Auxiliary, and to honor their members and volunteers by gifting them Life Memberships to the National Home.

There are two types of membership:

- VFW and VFW Auxiliary members and organizations are eligible to become Life Members. Life Members may vote for the trustees who represent their National Home District and approve any proposed changes to the National Home bylaws and articles of incorporation.
- Any individual or organization wishing to support the National Home’s mission can become an Associate Life Member. Associate Life Members do not have voting privileges.

Life Memberships are \$50. Both member types receive a membership certificate, wallet card and a Life Membership Pin. Visit vfwnationalhome.org/membership and learn how you can become a Life Member.

Donate to the National Home

Another way to support the National Home is to donate. Monetary donations to the National Home are crucial as it receives no government funding and relies on donations to support its mission.

- Ensure your Auxiliary donates at least 10 cents per member to Health & Happiness. See page 20 to donate online in MALTA or by mail.
- Purchase a tribute brick for \$100. Bricks are placed in various walkways at the National Home. Your purchase includes a commemorative certificate with a representation of your brick.
- Place a tribute in Tribute Park (minimum gift of \$3,000).
- Make a one-time or monthly personal donation in any amount you choose.
- Purchase an item from their Amazon Wish List available online: vfwnationalhome.org/other.
- Support the National Home while you shop with AmazonSmile. AmazonSmile helps raise money for nonprofits while people shop. Select the National Home as your AmazonSmile charity of choice and AmazonSmile Foundation will donate 0.5 percent of the purchase price from your eligible purchases to the National Home. Learn more at vfwnationalhome.org/other.

VFW National Home Helpline

Do you know a military and/or veteran family struggling with unemployment, post-traumatic stress or other challenges? Encourage them to call the Helpline at 1-800-313-4200. The Helpline is a free service provided by the VFW National Home for Children. It's answered by experienced problem-solvers who care deeply about veterans and their families, and who have the contacts and knowledge needed to help each caller. Even if a caller is not eligible or accepted to live at the National Home, they will be put in touch with organizations in their area that can assist them.

Promote the National Home Helpline in Your Community

- Save the Helpline in your cell phone contacts so it's readily available to share.
- Hang flyers at your Post home.
- Hang flyers at your local grocery store, library, coffee shop, post office, community center, doctor's office, etc.
- Post on your local town or city Facebook page.
- Post on your Auxiliary Facebook page.
- Include information in your Auxiliary newsletters and emails.
- Contact your local television station or affiliate and ask if they will play a video (found on the National Home website) and/or feature a segment about the Helpline.

Please note this is a helpline, not a hotline. The Helpline is answered Monday through Friday between 8:00 a.m. and 4:30 p.m. Eastern Time, except holidays. Messages left after hours are answered the next business day. 1-800-313-4200.

Work together to distribute "Buddy"® Poppies and support the National Home:

- Form a committee to plan your "Buddy"® Poppy drives and National Home fundraisers.
- Coordinate with Post members when planning "Buddy"® Poppy drives and fundraising events.
- Ask Post and Auxiliary members to support the National Home through AmazonSmile by visiting smile.amazon.com and selecting VFW National Home for Children as their charity of choice.

The "Buddy"® Poppy and National Home are Programs that support veterans and their families. They are funded by donations from VFW and VFW Auxiliary members, Posts, Auxiliaries and our communities. To ensure this support continues, we must continue to reach out to our members and communities about the "Buddy"® Poppy and the difference the "Buddy"® Poppy and the VFW National Home for Children make in the lives of our veterans, service members and their families.



“Buddy”[®] Poppy & VFW National Home for Children Program

“Buddy”[®] Poppy Education and Community Outreach • National “Buddy”[®] Poppy Display Contest
VFW National Home Education and Community Outreach

“Buddy”[®] Poppy

The “Buddy”[®] Poppy has been an integral part of the VFW community for more than 95 years. As the VFW’s official memorial flower, the Poppy represents the blood shed by American service members. It reiterates that we will not forget their sacrifices.

The Poppy movement was inspired by Canadian Army Col. John McCrae’s famous poem, “In Flanders Fields.” Poppies were originally distributed by the Franco-American Children’s League to benefit children in the devastated areas of France and Belgium following World War I.

The VFW conducted its first Poppy distribution before Memorial Day in 1922, becoming the first veterans’ organization to organize a nationwide distribution. The initial campaign was conducted with Poppies the VFW got from France and members soon discovered it took too long to get the flowers shipped from France and they came up with a better idea; VFW “Buddy”[®] Poppies would be assembled by disabled, hospitalized, aging and needy American veterans who would be paid for their work, and then ship the Poppies to VFW members for distribution in communities across the country.

In February 1924, the VFW registered the name “Buddy”[®] Poppy with the U.S. Patent Office. A certificate was issued on May 20, 1924, granting the VFW all trademark rights in the name of Buddy under the classification of artificial flowers. No other organization, firm or individual can legally use the name “Buddy”[®] Poppy.

These small but mighty memorial flowers have raised millions for the welfare of veterans and their dependents. “Buddy”[®] Poppies are still assembled by disabled, hospitalized, aging and needy veterans in five locations, with the VFW providing compensation to the veterans who assemble the Poppies. The Poppy program also provides financial assistance in maintaining state and national veterans’ rehabilitation and service programs, and partially supports the VFW National Home for Children.

How to Order

- Contact your VFW Department Headquarters to order Poppies. Poppies do not need to be ordered through your Post.
- Request the order form from your Department Headquarters at least two to three months (8 to 12 weeks) in advance of your distribution date.
- Brochures, “Buddy”[®] Poppy distribution supplies, and promotional items can be purchased from the VFW Store at vfwstore.org or by calling 1-833-VFW-VETS.

“Buddy”[®] Poppy Distribution Tips

- Contact your city/town clerk’s office to see if a permit is required for your distribution event.
- Get permission from the desired distribution location(s) store managers/owners prior to promoting your “Buddy”[®] Poppy distribution event.
- Make sure all Auxiliary members know the time, day and place of your distribution event.
- Share information about your distribution event with your local paper and on social media. Post fliers in high-traffic areas such as grocery stores, coffee shops, the post office, etc.
- Ask for assistance from youth groups such as VFW and/or Auxiliary youth, JROTC, after-school clubs and faith-based youth.
- Ask volunteers to wear Auxiliary- and/or VFW-branded clothing to both promote the Auxiliary and VFW and connect the distribution of poppies to the organization.
- Remind volunteers they are NOT SELLING “Buddy”[®] Poppies, but DISTRIBUTING them for donations.
- Never refuse someone a “Buddy”[®] Poppy because they are unable to donate. A “Buddy”[®] Poppy honors all veterans.

- See the VFW's "Buddy"® Poppy Chairman's Guide for further assistance in setting up a "Buddy"® Poppy drive, as well as other helpful resources. The guide can be found at vfwauxiliary.org/resources.

Honor the Dead by Helping the Living

- At the Auxiliary and Post level, all proceeds from Poppy drives are to be placed in the Relief Fund with receipts and expenditures in accordance with the Treasurer's Guide and the *VFW Auxiliary Podium Edition: Bylaws and Ritual*. (Sec. 904)
- "Buddy"® Poppy drives can be hosted at any time during the year – not just Memorial Day and Veterans Day. Try doing one at least once a quarter. If you have enough volunteers, host a monthly Poppy drive.
- Distribution of "Buddy"® Poppies should be included in every Auxiliary, District or Department activity including parades, patriotic events, membership drives, BINGO or trivia nights, etc.
- There are many creative ways to distribute the "Buddy"® Poppy including window displays, posters, wreaths, remembrance walls, hats, event centerpieces, etc. Let your imagination run wild!

National VFW "Buddy"® Poppy Display Contest

- Takes place annually at National Convention.
- Displays are judged in three (3) categories:
 1. Public Promotion of Poppy Campaign (Window, booth, parade, poster displays, campaign promotions, etc.)
 2. Memorial or Inspirational Displays (Wreaths, memorial tablets or plaques, patriotic or devotional themes)
 3. Artistic or Decorative Use of Poppies (Post Home displays, table centerpieces, corsages)
- At least one "Buddy"® Poppy used in the display must be in original form and color, with label attached. This applies to all three (3) categories listed above.
- See the VFW's "Buddy"® Poppy Chairman's Guide for rules, deadlines, judging and awards of the National "Buddy"® Poppy Contest, as well as other helpful resources. The guide can be found at vfwauxiliary.org/resources.

VFW National Home for Children

For more than 95 years, the VFW National Home for Children located in Eaton Rapids, Michigan, has helped military and veteran families who need a fresh start. Families can live there rent-free for up to four years and have access to professional case management services, on-site licensed child care, life skills training, tutoring and other educational services, as well as recreational and community service opportunities. Families find healing in a safe and peaceful environment of tree-lined streets, 42 single-family homes, facilities such as a gym, library, computer and science labs, day care center, playgrounds, fishing pond, hiking trails, and more!

Founded in 1925 as a place where the families left behind by war—mothers and children, brothers and sisters—could remain together, keeping the family circle intact even when their serviceman didn't come home, the VFW National Home for Children serves as a living memorial to America's veterans by helping our nation's military and veteran families during difficult times.

Reintegration, post-traumatic stress, high unemployment, rehabilitation from battlefield injuries, emotional wounds, financial stress, fractured

family relationships, hopelessness and more can be the outcome for families with a parent serving our country—now, recently, or from earlier generations. Over the years, the National Home has met the changing needs of America's military and veterans' families.

Through it all, one thing has remained constant: the National Home's commitment to honor our nation's veterans and service members by providing help and hope for their children and families.

The National Home's community is open to families of active-duty military personnel, veterans and—recognizing that the effects of war can last for generations—descendants of members of the VFW and the VFW Auxiliary. The family can be one or both parents with one or more children.

In accepting families to the program, only one thing is asked of them: They must be committed to making changes in their lives. To remain at the National Home, they are expected to demonstrate consistent progress toward family goals. Together, in partnership with the whole family, the National Home is dedicated to helping each family reach its full potential.

Even military families not living on the National Home campus can receive invaluable assistance through the National Home Helpline, which is staffed by caring professionals who help callers with urgent needs seek solutions in their own communities. If you know someone who needs assistance, encourage them to:

- Call the Helpline at 1-800-313-4200,
- Email help@vfnationalhome.org, or
- Visit vfnationalhome.org/help.

The VFW National Home for Children, a 501(c)3 non-profit corporation, is governed by a seventeen (17) member Board of Trustees made up of VFW and VFW Auxiliary members, who as Life Members of the National Home, are dedicated to the mission of the National Home.

One way the Auxiliary supports the National Home is through gifts of 10 cents per member to the Health & Happiness Fund. Contributions are critical since the campus and its programs receive no government funding. The Health & Happiness Fund supports the following at the National Home:

- Christmas gifts
- Graduation gifts
- Maintenance of Auxiliary-sponsored buildings
- Emergency repairs and renovations

Donations can be made online in MALTA or by mail.

To donate online in MALTA:

- Visit vfwauxiliary.org and select "MALTA Member Login."
- Log in to MALTA.
- Select "Make Gift" from the Main Menu.
- Select the "Make a Gift" button.
- Enter the amount you choose to donate.
- Enter payment information.
- Select the "Pay Now" button.
- You will receive confirmation your gift has been made.

To donate by mail, send a check earmarked Health & Happiness to:

VFW Auxiliary National Headquarters
Attn: Health & Happiness Donations
406 W. 34th Street, 10th Floor
Kansas City, MO 64111

Another way to offer support is by becoming a Life Member of the National Home. There are two types of membership:

1. VFW and VFW Auxiliary members and organizations are eligible to become Life Members. Life Members may vote for the Trustees who represent their National Home District and approve any proposed changes to the bylaws and articles of incorporation.
2. Any individual or organization wishing to support the National Home's mission can become an Associate Life Member. Associate Life Members do not have voting privileges.

The cost of becoming a Life Member is a one-time fee of \$50 and includes a membership certificate, a wallet card and a Life Member pin.

Visit vfnationalhome.org/membership for:

- More information
- Life Membership application
- To purchase a Life Membership

For more information, visit the National Home's website at vfnationalhome.org.

“Buddy”® Poppy & VFW National Home for Children Program Awards

AWARDS FOR AUXILIARIES:

1. Most outstanding use of the “Buddy”® Poppy in another VFW Auxiliary National Program.
 - Citation to every Auxiliary that uses the “Buddy”® Poppy in another VFW Auxiliary National Program. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department “Buddy”® Poppy & VFW National Home Chairman by March 31, 2022.
The Department “Buddy”® Poppy & VFW National Home Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding use of the “Buddy”® Poppy in another VFW Auxiliary National Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

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, 2022 for judging.

2. Most outstanding activity and/or event that educates the community about the VFW National Home for Children.
 - Citation to every Auxiliary that hosts an activity and/or event that educates the community about the VFW National Home for Children. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department “Buddy”® Poppy & VFW National Home Chairman by March 31, 2022.
The Department “Buddy”® Poppy & VFW National Home Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that educates the community about the VFW National Home for Children. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

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, 2022 for judging.

3. Citation to each Auxiliary that contributes a gift of 25 cents or more per member to the Health & Happiness Fund based on June 30, 2021, membership statistics. Citation will be mailed directly to the Auxiliary from National Headquarters.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN:

1. Citation to each Department “Buddy”® Poppy & VFW National Home Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
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 to educate the community about the “Buddy”® Poppy. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. \$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 to educate the community about the VFW National Home for Children. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 18. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Chief of Staff & Mentoring for Leadership Ambassador



LEONA MCDERMOTT

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No, your eyes are not deceiving you—there are two Programs with one Ambassador. A great deal of reflection went into both the Chief of Staff and Mentoring for Leadership Programs and what each brings to our organization. The more we reflected, the more we realized that these two Programs are intertwined; it makes sense to bring them together.

Two Roles – One Goal

When you think about these programs individually, words such as nurturing, cultivating, fostering, caring, knowledge, sharing and strengthening come to mind. Both Programs share one common goal: Ensure the legacy of our great Organization continues through strong, healthy Auxiliaries with members who are prepared to take over leadership roles when needed. So, how do we attain that goal?

First, as the National Chief of Staff, I believe it is my duty and responsibility to work with each Department Chief of Staff and provide the guidance, resources and tools they need so they, in turn, can work with their District Presidents, Auxiliary Presidents and Chairmen to ensure that Auxiliaries are functioning in a healthy manner.

To accomplish this, we must not only empower Auxiliaries to use the resources/tools that are available to them; we must encourage them so that they are not “anchored in the past” and they take advantage of the flexibility our National Organization has given to us in conducting business in our own Auxiliary. In today’s world “one size does not fit all,” so we need to ensure that Auxiliaries are conducting business in a way that works for them and where their members feel empowered and engaged.

As a Department Chief of Staff, you have a team of District Presidents that can be a valuable resource; however, it is up to you to provide the guidance they need in order to perform Auxiliary visits and recognize red flags that may lead to a problem within the Auxiliary. Encourage District Presidents to use the District President Notice of Auxiliary Official Visit and Official Visit Form available at vfwauxiliary.org/resources. Ask them to give an honest assessment of the Auxiliary so that any concerns can be addressed before they become major problems.

Building on the VFW Auxiliary Foundation is one of the most valuable tools available to members on all levels to understand our Programs, how to conduct meetings, duties of Officers at all levels of our organization, duties of Chairmen, the “why” of reporting and so much more. Every Auxiliary should have a copy of this document and should encourage their members to use it as a resource. It is available at vfwauxiliary.org/resources.

While our focus from years past has shifted to ensuring that our current Auxiliaries are sound and that we do not lose any Auxiliaries, it is still important to make presentations to unaffiliated Posts and where it is viable, to institute new Auxiliaries. An Auxiliary cannot exist without a Post and an Auxiliary cannot be started without the 2/3 vote of a Post. Be sure you choose a positive, knowledgeable member to speak to the Post Commander and ask for permission to address Post members on the benefits of having an Auxiliary.

The following presentations and tools available at vfwauxiliary.org/resources can be utilized:

- A PowerPoint and PDF titled “Why Having an Auxiliary Can Boost Your Post.” This presentation is designed to show Post members how helpful the Auxiliary and its contributions are.
- “Top Ten Reasons for your Post to Have an Auxiliary.” This handout is great to use when you meet with Post members.

The Chief of Staff is also a mentor. The Mentoring for Leadership Program goes hand-in-hand with being Chief of Staff. It comes with a responsibility to ensure that members receive mentoring needed for them to not only take on leadership roles but to be successful in that role. This is especially important with new Auxiliaries, as they need special attention during at least the first year of their existence.

A leader/mentor takes the time to stop and explain our Programs to new members, listens to all our members and is open to new ideas. They recognize the importance of respecting - not throwing away - the past and embracing the present while finding a way to blend the past with the present and planning for the future so that we can keep our legacy alive. We must always remember that veterans and their families are our purpose.

This year, as a mentor, I would like to practice the 3 C's of mentoring:

- Consultant – that is the most obvious role of the mentor
- Counselor – listen to your mentees
- Cheerleader – give constructive feedback, advise, provide support and enthusiasm

I want to put emphasis on being a cheerleader. Not everything we do is successful, and that is OK; we learn from our failures and become better individuals. As a cheerleader, we certainly want to celebrate success. However, it is also important to heed the lessons of failure and learn from that. As a mentor, that is when you can provide support and encouragement, instead of discouragement and criticism.

I would ask you to remember what it was like when you were a new member. What kept you coming back to your Auxiliary? Did you have someone who was your mentor? It is up to each and every one of us to become that member we looked up to – the member who we should be. Someone who:

- Treats others with respect
- Shares their knowledge
- Can be trusted
- Is patient
- Motivates
- Can work side-by-side with members.

It is only through building on our foundation as an organization and working together as a team that we will ensure our continued success as an organization. The future is in our hands.

Remember, whether you are the Chief of Staff, the Mentoring for Leadership Chairman, or both – the goal is the same: Ensure the legacy of our great organization continues through strong, healthy Auxiliaries with members who are prepared to take over leadership roles when needed.



WELCOME

Chief of Staff Program

Maintain and Strengthen Current Auxiliaries • Present to Unaffiliated Posts Establish New Auxiliaries

Chiefs of Staff work with District Presidents and the Department President to maintain current Auxiliaries. They encourage members, promote teamwork and provide guidance during challenging times such as suspension, consolidation or even the loss of a Charter. Chiefs of Staff also works closely with their Department President and organizers to establish new Auxiliaries.

Maintaining Current Auxiliaries

The National Organization has developed many resources for members use, including tools available on the Online Auxiliary Academy and the Program & Publicity Resources page of the National website: vfwauxiliary.org/resources. Two of these resources have proven to be valuable tools in helping Auxiliaries be more productive.

1. The Healthy Auxiliary Tool Kit includes seven (7) resources to assist Auxiliaries in identifying and solving issues:
 - Healthy Auxiliary Checklist
 - Healthy Auxiliary Member Questionnaire
 - Auxiliary Meeting Clinic
 - Communication Phone/Text Tree
 - Good Job Certificate
 - Healthy Auxiliary Certificate
 - VFW Auxiliary Mentoring Guide
2. *Building on the VFW Auxiliary Foundation* makes every effort to educate members on all aspects of the duties of Officers at all levels, how to be a Chairman, the why of reporting, etc.

These tools invite all members to come forward and take on a position of leadership, mentoring, and being a member who advocates for their Auxiliary and the veterans we serve.

5 Essentials of an Auxiliary

The National Organization requires only five (5) things of an Auxiliary:

1. Auxiliaries should have at least ten (10) business meetings per year. (Sec. 210) Five (5) members in good standing (of that Auxiliary) shall constitute a quorum for the transaction of business. (Sec. 212)

2. Dues should be paid by at least ten (10) members on or before February 1 of the current year. (Sec. 207)
3. Quarterly Audits by Trustees must be submitted. (Sec. 814)
4. Officers elected, installed and reported to National Headquarters no later than June 30. This generates the bond application via email. (Sec. 804A and 806A)
5. The offices of President and Treasurer MUST be bonded by August 31.

Establishing New Auxiliaries

Whether a VFW Post decides on its own that it wants an Auxiliary or whether an Auxiliary member or non-member sees the potential for a new one, the steps for creating an Auxiliary are the same.

1. A VFW Post must vote by 2/3 majority to have an Auxiliary. (An Auxiliary can never exist on its own without a Post and can never be started without that Post's permission.)
2. The Department President appoints the official organizer of that Auxiliary, and he/she must be a member of the Auxiliary.
 - It would help to allow two others who are knowledgeable with Auxiliary business and work well with others to be on an organizing team. They can answer questions and assist with training, educating and mentoring the new Auxiliary once it is instituted. It is recommended the organizer and the organizing team work with the Auxiliary and its members for at least a year, or until they are ready to proceed as an Auxiliary in good standing.
3. A minimum of 15 eligible applicants must be on the application for the Charter. Transfers are accepted at the close of the institution and just prior to the installation of the newly-formed Auxiliary.

The Department Chief of Staff could assist by providing the following tools for the organizer and organizing team:

- Talking points for the first meeting.
- A procedure for membership applications.
- When and how to collect dues.
- Assist in securing and filling out official and proper paperwork.
- See that deadlines and filings are met in a timely manner.
- For more information on this topic, see Article II of the *VFW Auxiliary Podium Edition: Bylaws and Ritual*.

Suspensions, Cancellations and Consolidations

An Auxiliary is in danger of losing its Charter when they are unable to meet the 5 Essentials of an Auxiliary. Suspensions are used in certain cases to give Auxiliary members a chance to fulfill their duties and continue with their mission of serving veterans, service members and their families.

Please know that being placed on suspension is not negative. It is not labeling your Auxiliary as a “bad Auxiliary.” It simply means there is some work that needs to be done to get your Auxiliary where it needs to be. A team appointed by the Department President to mentor, educate and listen will help bring your Auxiliary back to health.

Cancellations can only be done by the National President, with or without the recommendation of the Department President.

If a VFW Post closes or consolidates, Auxiliary National Headquarters will be notified. **ONLY AFTER THIS NOTIFICATION** can the process for closing or consolidating begin.

- Far too often, an Auxiliary will start the cancellation or consolidation process because they heard through the grapevine the Post was shutting down or consolidating with another Post. Rumors can be harmful and actions should not - and must not - be taken due to rumors.
- The notification from National Headquarters will allow ample time to close, move members to their desired working Auxiliary or consolidate where the Post goes.
- Be sure to wait for direction from National Headquarters before taking any action at all.

EVERY Auxiliary’s goal should be to meet the 5 Essentials, so members can begin serving veterans and families in all the unique and wonderful ways they can.

Chiefs of Staff are there to help Auxiliaries maintain their Charters, continue to be healthy Auxiliaries and to proceed under the direction of the Department President to ensure all resources are utilized.

Know what you read and what is written using the following words found often in our National Bylaws:

MAY:

Past-tense verb of might used to indicate:

1. Possibility.
2. Permission.

MUST:

Verb used to indicate:

1. Obligation.
2. Probability or certainty.

Noun

1. Something that is required.

SHALL:

Verb used to indicate:

1. At a future time.
2. Determination, obligation or intention.

SHOULD:

Past-tense verb of shall used to indicate:

1. Obligation.
2. Probability.

Chief of Staff Program Awards

AWARDS FOR MEMBERS

1. \$25 VFW Store Gift Certificate to one member in each of the four Conferences who assisted the Department Chief of Staff in nurturing/strengthening a struggling Auxiliary and utilized *Building on the VFW Auxiliary Foundation* in their efforts. The Department Chief of Staff is to complete and submit the nomination form (required) available at vfwauxiliary.org/resources to the National Chief of Staff & Mentoring for Leadership Ambassador by April 30, 2022. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Chief of Staff for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Chief of Staff in each of the 10 Program Divisions for the most effective training of District Presidents in identifying red flags and utilizing *Building on the VFW Auxiliary Foundation* in assisting struggling Auxiliaries. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 24. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.



Mentoring for Leadership Program

Ensure a Positive Member Experience • Engage in Learning and Training Opportunities
Develop and Empower Members for Leadership Roles

Mentoring helps broaden leadership skills and leadership provides guidance for mentoring members; they work hand in hand.

Mentoring

A stronger membership on every level of our organization will be accomplished through mentoring.

Mentoring for Leadership will enhance all type of Program activities. Vigilance in mentoring will make the difference in obtaining and maintaining members; since a large number of other organizations are vying for our members' time and talents.

Through the mentoring process, extending the hand of friendship to a new member or even a tenured member who has been inactive for a while can create a strong and vibrant organization. By providing a positive and organized meeting experience it will leave the members wanting to come back, especially when good communication and respect for each other is demonstrated.

By engaging in mentoring activities you will build a stronger relationship amongst new and tenured members. Whether you create a formal or informal mentoring program, every Auxiliary should have a type of resource to assist in communicating and motivating members to better understand the organization.

Utilizing the *Mentoring at VFW Auxiliary: Relationship Building for the Future* document will help you get started in creating a program for your Auxiliary.

Through this Program you will be encouraged to embrace and promote the CARE concept.

- **Catch** the member when they first join.
- **Ask** them to participate.
- **Remember** what it felt like to be new.
- **Engage** them in a program that fits them.

Some individuals may be hesitant to take on the task of being a mentor; however, keep in mind there are also silent mentors amongst our members.

A mentor who is able to communicate, energize interest and is patient will enrich the member experience. The majority of our members have had

someone who took interest in them, is knowledgeable about the Auxiliary, willing to explain meeting proceedings, the *Podium Edition: Bylaws and Ritual*, and National Programs.

Over time the mentee may express interest in going beyond just attending meetings. They may even realize they have gained confidence to take the next step in entering in to a leadership role. This may consist of holding an Officer position, Chairmanship or committee member.

Leadership

Leadership can be difficult in any organization. Through mentoring, willingness to listen to the suggestions of others and following the guidelines set in place for the office or position held, leadership is easier.

A Mentor who uses the *Building on the VFW Auxiliary Foundation* is the key to creating a successful leader. This resource should be shared on each level of the organization. The guidebooks provide suggestions and examples for Officers, Chairmen and members to understand their duties according to the National Bylaws and the best practices discovered during the 100-plus year history of the organization.

The goal of the guidebooks is to develop and maintain consistent practices across the organization, to train and equip leaders of today and tomorrow, and to strengthen the basic building blocks of the organization: the foundation.

Mentoring for Leadership resource materials may be found at vfwauxiliary.org/resources.

- *2021-2022 National Program Book*.
- *Mentoring at VFW Auxiliary: Relationship Building for the Future*.
- *Building on the VFW Auxiliary Foundation*.

Please be aware the Mentoring for Leadership and Chief of Staff Programs utilize many of the same tools and resources. Reviewing and sharing the various Membership materials available shall create dialogue and interest to the mentee and future leaders.

Listed within the Chief of Staff Resources:

- VFW Auxiliary Acronyms and Common Terminology
- Healthy Auxiliary Tool Kit
- Auxiliary Meeting Checklist
- Communication Phone/Text Tree
- Healthy Auxiliary Checklist – Auxiliary To-Dos and Deadlines
- VFW Auxiliary Meeting Challenges & Solutions
- VFW Auxiliary Member Questionnaire

Utilize the various Membership Recruitment and Retention Tools:

- Membership Engagement Packet
- Membership Moments
- VFW Auxiliary Fact Sheet
- Member Benefits One-Sheet
- Cultivate Engagement by Asking “How would you like to contribute?”
- Matching Member Talents to Leadership Success
- Engaging Existing Members
- Know your National Bylaws
- Understanding Auxiliary Traditions video
- VFW Auxiliary National Programs Overview

Additional beneficial resources for the mentor, mentee and leader may be found at the Online Auxiliary Academy.

- MALTA (Membership Auxiliary Leadership Technology Access)
- Administrative & Instructional
- Social Media (Facebook)
- Membership & Leadership

**Goals + Mentoring + Leadership =
Healthy Auxiliary**

Mentoring for Leadership Program Awards

AWARDS FOR MEMBERS

1. Citation awarded to the first, second and third place member in each Department who is instrumental in fulfilling the role as a mentor/leader. Three nominations from each Department Mentoring for Leadership Chairman are due by April 30, 2022 to the National Chief of Staff & Mentoring for Leadership Ambassador. Nomination form (required) available at vfwauxiliary.org/resources. Citation will be mailed directly to the member.

AWARDS FOR AUXILIARIES

1. Most outstanding implementation of a Mentoring for Leadership Program.
 - Citation to every Auxiliary that implements a Mentoring for Leadership Program. Entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Mentoring for Leadership Chairman by March 31, 2022.

The Department Mentoring for Leadership Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding implementation of a Mentoring for Leadership Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Mentoring for Leadership Chairman must sign and send a copy of the completed Department-winning entry form to the National Chief of Staff & Mentoring for Leadership Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Mentoring for Leadership Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Mentoring for Leadership Chairman in each of the 10 Program Divisions who conducts the most informative School of Instruction at a Department meeting. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 27. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Historian & Media Relations Ambassador



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It's time to inspire our members and communities by telling our story through media. There are more than 3,600 unique Auxiliaries across America united by the cause to serve veterans and their families and promote patriotism in our communities. Whether your Auxiliary is large or small, you can use media to share your story and record its history.

Media

Media allows us to share and brag about what Auxiliaries at all levels (local, District and Department) are doing for our veterans, their families and our communities.

- Reach out to your members and friends using social media. Create an Auxiliary Facebook page, Instagram, Twitter, Snapchat or TikTok.
- Use video! Videos are a great way to communicate; they are more visually engaging than written content and a great way to deliver information.
- Many of us have smartphones and it's easy to record, upload and share videos on social media.
- Create a vlog. A vlog is a video blog and allows you to share ideas. Think of a vlog as a brief 2-3 minute training video that can be shared on Facebook, YouTube or even as a link in an email.

Times are changing. We can move forward with all the new technology that media offers. Step out of your comfort zone to learn – and teach – new ways to communicate. I am not a young person, however, I learned how to record videos on my phone, edit them and post to social media. You can, too!

Please continue to use traditional methods of communication to get information out. Email, newsletters, flyers, newspapers and magazines are time-tested ways to share Auxiliary news and events.

Remember to include the 5 W's (who, what, when, where and why) when recording a video, writing a post for social media or an article for a newsletter. Details matter!

Historical Records at All Levels

Good records help retain history at every level of the Organization. The Historian & Media Relations Chairman is an important position, compiling all forms of media for the Program Year. There are many ways to keep records. Choose what works for you and be sure to place all records in chronological order.

- Digital scrapbook/Digital photo book
- The following websites provide an online service to make and purchase photo books:
 - Shutterfly
 - Snapfish
 - Printique
 - Mpix
 - Walgreens
 - Walmart
- Traditional scrapbook
- Traditional photo album
- Three-ring binder

Include newsletters, newspaper and magazine articles, flyers, thank-you notes, letters and other mementos. Use flash drives and/or cloud storage systems (e.g., Google Drive) to store photos and videos. Make sure all documents, photos and videos list the date of the event and/or activity (e.g., Veterans Day 2021 or Family Freedom Festival, October 9, 2021.) Be creative and use your imagination!

National President's Official Visit

The Department Historian will be capturing photos and videos of the National President's visit as well as events that take place in the Department throughout the year. I am requesting that each Department Historian send me a PowerPoint presentation (20-slide minimum, 40-slide maximum). The presentation should include:

- A minimum of five (5) photos of the National President during her visit to your Department.
- Photos of events, fundraisers, meetings and ceremonies that take place in your Department
 - You can even add a short video clip.
- Clear (not blurry!) photos that tell the story.

This is your opportunity to brag about your Department to the National President. Make sure it's something you are proud of!

This presentation will be submitted on a thumb drive and mailed to me, your National Historian & Media Relations Ambassador by April 30, 2022. The PowerPoint from each Department will be combined into a single presentation and shown at the National Convention. A copy of the single presentation will be given to the National President to keep.

Creating a PowerPoint is new for some Chairmen, and that's OK! Think of this as an opportunity to learn something new. Make sure you have PowerPoint presentation software installed on your laptop or desktop. Google instructions and/or ask a member who has PowerPoint experience for help.



Historian & Media Relations Program

Historian Duties • Media Relations

The member responsible for Historian & Media Relations duties is a memory keeper and collector of the five W's: the who-what-where-when-and-why of your Auxiliary. These individuals compile and chronicle memories and events in written and digital formats, including photographs, memorabilia, print news, audio and/or video clips and social media posts.

The Historian & Media Relations member captures the narrative of the Program year. At the Auxiliary, District and Department levels, these members are the people who get the word out about the Auxiliary to our communities. They inform the public about our valuable National Programs.

Auxiliary, District or County Council Historian & Media Relations

This member keeps a written report of the history of his or her Auxiliary, District or County Council and submits this to his or her respective President at the end of the year. Supplemental material can include photographs and newspaper clippings that document special Auxiliary events.

Department Historian & Media Relations

This member keeps a comprehensive record of the Department President's activities, and should include his or her travels, official visits and other official functions. Collect material in written form to capture your Department's history, in chronological order. As with the Auxiliary Historian, the person in this position also compiles photographs and newspaper and/or video clips of Auxiliary news.

The Department Historian & Media Relations member also documents and photographs the National President's visit, and may reach out to local media outlets to organize interviews and news opportunities for the National President.

National Historian & Media Relations

This member documents the travels and activities of the National President. Department-level reports and photos are essential for this job. According to Article VIII, Sec. 822 of the National Bylaws, "The Historian shall collect all authentic material pertaining to the history of their Auxiliary, carefully compile the same, and submit a report at the end of the year."

In addition, he or she may also choose to compile a keepsake pictorial scrapbook, photobook, slideshow or video for the National President, but this is not essential.

For the media relations piece of this role, a great place to start is the VFW Auxiliary website: vfwauxiliary.org/resources.

There you will find:

- The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are, what we do and how we describe ourselves as an organization to the media.
- Website and social media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

Who should you contact about Auxiliary news?

It's a good idea to read and watch the media in your local area. Subscribe to newspapers and watch newscasts. Learn the names of reporters who cover stories most similar to yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor—news staff who specialize in relevant areas, like society and calendar page editors, will be more likely to be receptive to including Auxiliary events. Feel free to send a reporter or editor a personal email, and be sure to include your contact information.

What's newsworthy?

Consider these questions: Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new?

If the answer is yes, this is a chance for you to pitch a story with an "angle" that will showcase your Auxiliary's hard work and accomplishments. Let's show our communities, and our nation, everything we do to improve the lives of veterans, service members and their families.

Photography tips

Photos should be clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail. Avoid the following photo faux pas:

- Closed eyes
- Mouths open or full of food
- Distracting objects in the frame or awkward placement of people or things (e.g., trees popping out of someone's head, bunny ears, etc.)
- Offensive language on articles of clothing

Historian & Media Relations Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding Auxiliary Facebook Page (must be managed by the Auxiliary).
 - Citation to every Auxiliary that provides verification of their Auxiliary Facebook Page to their Department Historian & Media Relations Chairman by March 31, 2022. Criteria and entry form (required) available at vfwauxiliary.org/resources.
The Department Historian & Media Relations Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding Auxiliary Facebook Page (must be managed by the Auxiliary.) Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form to the National Historian & Media Relations Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Historian & Media Relations Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best promotion of media relations training. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. \$25 VFW Store Gift Certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best use of a social media video platform (Facebook Live, Facebook Watch, Instagram Stories, YouTube, Vimeo, TikTok, etc.) to inspire members. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 32. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Hospital Ambassador



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The Hospital Program is near and dear to our hearts and brings love and support to veterans and their families in communities we serve. It could be you, your hero, a loved one or a close friend who has had a medical condition and spent time in a hospital or long-term care facility. This Program offers hope and encouragement with compassionate care.

Honors Escort

Have you ever wondered what the veteran's end-of-life protocol is in either a VA or non-VA facility? That is the question I asked myself when my father passed away five years ago.

- Did the non-VA facility know that he was a veteran?
- Was proper respect shown to him after his passing in the facility?

After researching this, I learned that some VA facilities have an Honors Escort Program that is part of the end-of-life protocol for veterans who depart while in their care. The Honors Escort is an opportunity to honor each veteran in a respectful and open manner. It provides a way for a veteran's family and friends, other veterans and medical facility staff to participate in a display of high regard and reverence for the individual at the time of death.

At VA facilities, the ceremony is performed by trained employees, and ensures that the veteran's service, accomplishments and sacrifices are not forgotten as they are laid to rest. The ceremony begins with a bedside Flag ceremony. Afterward, the veteran's gurney is draped with the American Flag and a procession escorts the veteran to the morgue. As the procession moves through the medical facility, veterans who want to pay their respects are encouraged to salute and all others stand while placing their hand over their heart.

While some VA facilities have an Honors Escort Program, others do not. I encourage you to reach out to your local VA facility and find out if they have an Honors Escort Program. If not, speak with Volunteer Services about starting one.

At non-VA facilities, including assisted living facilities, nursing homes and local hospitals, there is an opportunity to educate staff about how to pay respect to veterans who depart while in their care. Share what the VA does and give examples of how the Honors Escort Program can be modified for their facility.

As said by John F. Kennedy, "As we express our gratitude, we must never forget the highest appreciation is not to utter words – but to live by them."

Veterans Health Care

The Veterans Health Administration (VHA) is the largest integrated health care system in the United States, providing care to more than 9 million veterans at more than 1,255 facilities, including 170 VA Medical Centers and 1,074 outpatient clinics.

The MISSION Act gives veterans greater access to health care in VA facilities and in the community. It also expands benefits for caregivers and improves the VA's ability to recruit and retain the best medical personnel. Each veteran is assigned a health care team called a Patient Aligned Care Team (PACT). The team is made up of the veteran, their family members and caregivers and the health care providers. The team will also include a primary care provider, clinical pharmacist, registered nurse (RN) care manager, licensed practical nurse (LPN) or medical assistant and clerk. Learn more at missionact.va.gov.

Women Veterans Health Care Program

The VA is dedicated to meeting the health care needs of women veterans which is the fastest growing group of the veteran population. June 12 is Women Veterans Day: She Served, She Sacrificed, She Deserves.

The Women Veterans Health Care Program at VA Facilities provide the following primary care services:

- General Services, such as disease prevention and nutrition counseling
- Female-specific services, such as birth control, preconception counseling and menopausal support

- Screenings, such as cervical cancer and breast cancer tests.
- Mental health services, including free counseling such as military sexual trauma
- Specialty screenings, such as heart disease and diabetes
- Maternity care and other reproductive health services
- Referrals to physical therapy, occupational therapy, and rehabilitation therapy

More services are available and vary by location. Learn more at womenshealth.va.gov and va.gov/womenvet.

National Salute to Veteran Patients

Each year the week of February 14 is your opportunity to thank a special group of men and women who are cared for throughout the Department of Veterans Affairs (VA) medical centers, outpatient clinics and nursing homes. The purpose of the National Salute to Veteran Patients program is to pay tribute and express appreciation to veterans, increase community awareness of the role of the VA medical center, and encourage citizens to visit hospitalized veterans and become more involved as volunteers. Ways to participate in this annual event include:

1. Host a Valentine's Day party, ice cream social or bingo at a VA or non-VA medical facility.
2. Make Valentine's Day-themed tray favors for veteran patients.
3. Create Valentine signs/banners to hang in medical facility hallways.
4. Organize and/or participate in a community valentine card drive.
5. Organize a student essay, art or coloring contest for children of all ages to share what veteran mean to them.

Our hospital volunteers contribute to VA personnel and patients. It is because of volunteers like you who bring a touch of happiness to those veterans' faces.



Hospital Program

Volunteer Recruitment, Recognition and Support Valentines for Veterans • Women Veterans Health Care • Honors Escort

VFW Auxiliary members have been volunteering in hospitals and medical facilities since the organization's inception in 1914. The Hospital Program was one of the first nationally adopted programs for the organization.

Where can we serve?

Members, non-members and youth can volunteer in many different types of facilities under this program.

- Local hospitals
- Veterans' homes
- Nursing homes
- Domiciliaries
- Both VA and non-VA medical facilities and clinics

Who can serve?

- Members
- Non-members
- Youth
- Families

What can we do?

Volunteer opportunities are based on the facility where you are volunteering. Some facilities will have a volunteer program in place with specific jobs, events and needs. Many facilities will have varying types of opportunities to suit different ages and abilities. Be sure you follow all the guidelines given by that facility and regularly ask how you can assist them.

What can we earn?

Members can earn Hospital Volunteer Service Pins from National Headquarters for their volunteer hours. More information on hours needed and the proper forms to use can be obtained from Department Hospital Chairmen or at vfwauxiliary.org/resources. Hospital Chairmen should track total hours (both VA and non-VA) and submit an application for the pins. Members can also be named an Outstanding Hospital Volunteer of the Year in their Program Division. Applications are available from the Department Hospital Chairmen.

Non-members can also earn a one-time only volunteer pin for 100 hours. See the Hospital Program Guide or ask the Department Hospital Chairman for more information.

Volunteer Recruitment, Recognition and Support

New volunteers are needed every day across the country. Volunteers offset millions of dollars in expenses in health care. They help create a friendly and caring atmosphere no matter where they volunteer. Here are tips for recruiting and keeping volunteers:

- Monthly sign up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers.
- Be specific about what volunteers will be doing, including the time commitment.
- Find out how each person best communicates, whether by phone, email, Facebook or texting.
- If someone says "no" to the first invitation, be sure to ask again!

For more information on being a volunteer, how to handle a Department Hospital Fund and other topics on this program, download the Hospital Program Guide at vfwauxiliary.org/resources.

Valentines for Veterans

Share the love we have for our veterans and service members this Valentine's Day by sending a store-bought or handmade valentine, hosting a party, recognition event or dinner in their honor. Fellow members, individuals and groups in your community can use their creativity to show compassion for our veterans and service members.

Women Veterans Health Care

Women have served our nation for generations and are the fastest growing group within the veteran population. Comprehensive health services are available and tailored to the unique needs of women veterans. Learn about the resources and health care services available and help them receive the benefits and services they deserve.

Honors Escort

The Honors Escort Program is an opportunity to honor each veteran in a respectful and open manner and provides an opportunity for a veteran's family and friends, other veterans and medical facility staff to participate in a display of high regard and reverence for the individual at the time of death.

Hospital and VAVS Programs

The VFW Auxiliary provides volunteers and resources to VA facilities across the country and saves the Department of Veterans Affairs millions of dollars a year.

The table below illustrates how the VFW Auxiliary Hospital Program supports the Veterans Affairs Voluntary Service (VAVS) Program.

HOSPITAL PROGRAM

VFW Auxiliary establishes relationships with:

- Hospitals
- Nursing homes
- Veterans homes
- VA facilities
- Other medical facilities where veterans are served

PROVIDES NEEDS

How VFW Auxiliary members participate:

- Participate in projects voted on and accepted by the Auxiliary.
- Make items such as lap robes, hats, quilts, cards, etc.
- Fundraise for the Department's Hospital fund.
- Encourage volunteers in ALL medical facilities.
- Promote projects and volunteer opportunities to all members and the community.
- Present Hospital Volunteer Appreciation certificates.
- Order VFW Auxiliary Hospital Pins for total hours earned from all facilities.
- Hours are earned in **ALL** VA and non-VA facilities.

HOURS earn VFW Auxiliary Awards!

VAVS PROGRAM

The Department of Veterans Affairs created the Veterans Affairs Voluntary Service (VAVS) Program.

For organizations to serve in VA medical facilities:

- Members participate in this government-run program.

COMMUNICATES NEEDS

How VFW Auxiliary members participate:

- Be a Regularly Scheduled (RS) or Occasional volunteer.
- Regularly Scheduled (RS) volunteers:
 - Comply with VAVS Guidelines.
 - Participate on a regularly scheduled basis.
 - Are supervised by a VA employee.
 - May be appointed by the Department President as VAVS Representative or Deputy Representative.
- Occasional volunteers:
 - Do not meet the requirements of RS volunteers.
 - Volunteer with a group or organization occasionally.
- Hours are earned in **ONLY** VA facilities.

HOURS earn VAVS AND VFW Auxiliary Awards!

**TOTAL HOURS FROM BOTH PROGRAMS
EQUAL OUR REPORTED HOSPITAL VOLUNTEER HOURS.**

For more information on the VFW Auxiliary's participation in Veterans Affairs Voluntary Service (VAVS) Program, please see the VAVS Participation Guide or contact the Department Hospital Chairman.

The VAVS Participation Guide is available online at vfwauxiliary.org/resources.

Hospital Program Awards

AWARDS FOR MEMBERS

1. Citation to one member in each of the 10 Program Divisions who recruits the most Hospital (VA and non-VA facilities) volunteers from July 1, 2021 to March 31, 2022. Entry form (required) available at vfwauxiliary.org/resources. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
2. "Hospital Volunteer Recruiter of the Year" plaque awarded to one member in the nation who recruits the most Hospital volunteers (VA and non-VA facilities) from July 1, 2021 to March 31, 2022. Entry form (required) available at vfwauxiliary.org/resources. Winner will be announced and award presented at the 2022 National Convention in Kansas City, Missouri.
3. Citation to the Outstanding Hospital Volunteer of the Year in each of the 10 Program Divisions. Entry form (required) available at vfwauxiliary.org/resources. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Member entries are due to Department Hospital Chairmen by March 31, 2022. Department Hospital Chairmen are to send all entries received to the National Hospital Ambassador by April 30, 2022 for judging.

AWARDS FOR AUXILIARIES

1. Most outstanding implementation of outreach education of the Honors Escort Program.
 - Citation to every Auxiliary that provides outreach education about the Honors Escort Program. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Hospital Chairman by March 31, 2022.
The Department Hospital Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding implementation of outreach education of the Honors Escort Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Hospital Chairman must sign and send a copy of the completed Department-winning entry form to the National Hospital Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Hospital Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Hospital Chairman in each of the 10 Program Divisions for the best promotion of outreach education of the Honors Escort Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 36. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Legislative Ambassador



SCOTT JAMIESON
60 Norman Dr.
Tiverton, RI 02878
401-835-3819
vfwmax5390@gmail.com

The Veterans of Foreign Wars and its Auxiliary were founded primarily and functionally as legislative action groups more than 100 years ago. While both organizations have transformed to include additional Programs and initiatives that support veterans and their families, our first and most important objective remains the same: to fight for our nation's veterans through legislative advocacy.

Every benefit a veteran receives started with legislation. The VFW and VFW Auxiliary have been involved in nearly every piece of veterans' legislation passed in the 20th century, as well as bills enacted in the 21st century. Recent legislative victories include:

- Elimination of the "Widow's Tax"
- Enactment of the Forever GI Bill
- Passage of the Blue Water Navy Vietnam Veterans Act
- Passage of the VA MISSION Act
- Passage of the VA Accountability Act of 2017

For an up-to-date list of legislation that has passed, please visit: vfw.org/advocacy/grassroots-efforts, scroll down to "More Advocacy Resources" and select "VFW Legislative Victories." There you will see a PDF of nearly 100 legislative victories listed by the year passed or an institution established.

Educate, Participate and Get Others Involved

While all of us may not have served in the U.S. armed forces, we joined the VFW Auxiliary to honor those who did. We can help to ensure that our nation's laws work in favor of our veterans and that the promises originally made to them are kept. To be an effective advocate, you must educate yourself on the issues, actively participate and get others involved in the legislative process.

Educate

Priority Goals

Released annually in January, the VFW's Priority Goals provide the focal points of discussion between our national legislators and the VFW. However, we know all politics are local. We can support our local VFW Posts and the veterans in our communities by becoming familiar with the VFW Priority Goals and being ready to discuss them with elected officials in our area. The current Priority Goals are listed at: vfwauxiliary.org/what-we-do/legislative.

Action Corps

VFW's *Action Corps Weekly* is an e-newsletter delivered to your inbox each week. It's brief, informative and provides ways that we, as Auxiliary members, can advocate on behalf of our veterans. If you have not yet subscribed, visit vfw.org/advocacy/grassroots-efforts, click on the Action Corps button and enter your email and ZIP Code to receive a weekly email.

Members of the VFW's Action Corps also receive access to a nationwide database of contact information for all elected officials (a congressional directory) and VFW "Action Alerts" that provide a simple way to get involved when our nation's veterans, service members and their families need their voices heard on Capitol Hill.

Participate

While it may not be an election year, we need to keep our legislators engaged and hold them accountable on veterans' issues. There will be opportunities in your cities and states for local legislative involvement.

- Communicate with your legislators and elected officials (via phone, email and personal visits).
 - Be brief and to the point. Stick to one issue per phone call or email.
- Ensure your legislators know exactly what the VFW and Auxiliary want accomplished.
- Use information provided in Action Corps Weekly.
- Even if your lawmaker already supports the legislation promoting the Priority Goals, consider asking them to sponsor or co-sponsor further legislation.

It is up to us to voice our concerns to our elected officials. Our veterans and their families are our top priority and should be the top priority of our elected officials. Always remember that your elected officials work for YOU and YOU can make a difference!

Get Others Involved

Once you have educated yourself and participated in the legislative process, it's time to get others involved. There are many ways to do this, including:

- Ensure every member is registered to vote.
- Form a legislative or action alert committee that will stay on top of the issues, inform members about what's going on and tell members how to take action.
- Encourage veterans to register with the Department of Veterans Affairs to ensure they are receiving the VA compensation and benefits due to them.
- Invite a VFW Veterans Service Officer (VSO) to community events.
- Write a letter to the editor of your local paper stating your position and ask the public to contact their legislators to support veterans' issues.
- There may be local laws or statutes that need to be changed or added to benefit veterans and their families.
- Put on a voter registration drive in conjunction with your Auxiliary membership event.
- Host a candidate forum or town hall at the Post home, library, community center, park, etc.
- Speak to youth about veterans and their service to our nation.

Tools and Resources

The biggest challenge members face with this Program is lack of confidence; the belief that they do not know enough about veterans' issues to speak to legislators. As the relative of a veteran, our members bring a unique perspective to veterans' issues. Sharing first-hand knowledge or a personal story can impact our legislators and affect their view on an issue.

The VFW and VFW Auxiliary have an array of tools to help. These tools can be found online at vfwauxiliary.org/resources. Use them to educate yourself and fellow members, and gain confidence to be an active, effective force in communicating our goals to your legislators.

Legislative advocacy is our responsibility. We must become familiar with veterans' issues, advocate for solutions to overcome them and get others involved in our cause. Use your voice. Make it heard. When we combine our voices with those of the VFW, we can create change and positively impact the lives of those who served.



Legislative Program

Be An Advocate • Be Informed • Be Engaged

One of the main objectives of the Legislative Program is to improve the lives of our veterans, service members and their families through advocacy. Your efforts, combined with nearly 1.5 million other VFW and Auxiliary members, can influence lawmakers whose decisions affect veterans and their families every day. Join the chorus of voices that will ring out in legislators' offices this year.

Study the issues laid out clearly in the VFW Priority Goals. A copy can be found on the National website at vfwauxiliary.org by selecting "What We Do" then clicking on "Legislative."

The Priority Goals reflect the resolutions passed by the VFW to strengthen and ensure an adequate VA system for millions of current and future veterans.

They call for much-needed attention to crises such as veteran homelessness and suicide. They request fully funding research on traumatic brain injuries, reducing the claims backlog, fighting veteran unemployment and improving timely transition assistance for veterans after leaving military service. The goals are grouped under six areas of concern:

- Budget
- Health Care
- Disability Assistance and Memorial Affairs
- Education, Employment and Transition Assistance
- Military Quality of Life
- National Security, Foreign Affairs and POW/MIA

These goals are released in January each year by the VFW. Be sure you check the VFW or Auxiliary websites for the current Priority Goals.

VFW Action Corps Weekly

It's free and it's full of news about what's happening on Capitol Hill, with veteran and service member issues and with our national security. Subscribe at the National website at vfwauxiliary.org by selecting "What We Do" then clicking on "Legislative."

Contact your legislators: find out who's who. To identify your congressional representatives, visit the VFW website at vfw.org/advocacy/grassroots-efforts.

Step by Step—A Bill

To follow the progress of a bill through the stages of the legislative process, visit congress.gov, where you may find a specific bill by its number or by a key word or phrase.

VFW in D.C.

One of the most crucial responsibilities of the VFW Washington, D.C. office is to actively lobby Congress and the administration on behalf of veterans. The office monitors all legislation affecting veterans and alerts VFW and Auxiliary members about key legislation under consideration.

By testifying at committee hearings and interacting with congressional members, the VFW played an instrumental role in nearly every piece of veterans' legislation passed in the 20th Century, as well as bills developed in the 21st Century.

To contact the D.C. office:

Website: vfw.org/advocacy

Phone: 202-543-2239

Mail: 200 Maryland Ave., N.E.
Washington, D.C. 20002

Legislative Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding training of members on the legislative process.
 - Citation to every Auxiliary that trains members on the legislative process. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Legislative Chairman by March 31, 2022.

The Department Legislative Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding training of members on the legislative process. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Legislative Chairman must sign and send a copy of the completed Department-winning entry form to the National Legislative Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Legislative Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25.00 VFW Store Gift Certificate to one Department Legislative Chairman in each of the 10 Program Divisions for the best promotion of legislative education and member involvement in the Legislative Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 41. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Membership Ambassador



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Conference Coaches



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RETENTION! RETENTION! RETENTION! This word is said every year, but what are we really doing about it? This WILL be the year to make extraordinary strides to improve our retention. Every member of your Auxiliary is a unique piece of the larger puzzle that makes up our Organization. Normally, when we put a puzzle together, we start building the edge first and work our way into the middle. With an organization you do the opposite - making it a never-ending puzzle with endless possibilities. By starting in the middle and working your way out, you see that each piece is essential to the survival of your puzzle (Auxiliary).

What happens when one of those pieces gets lost along the way due to death or non-renewal? What happens to your Auxiliary? You become a bit weaker; the more pieces you lose, the weaker you will become. There is proof in numbers. Going back five years, our highest National membership total was 491,271.

Today we are at 469,322. We've lost 21,949 members. If we continue along this path, in about 20 years the VFW Auxiliary will be non-existent.

We all know Membership is the backbone of our Organization, so why do we find it so hard to keep our members? If we take the time to **Invite** potential members to join our Auxiliary, should we not also take the time to **Invest** in them as well? We need to find a better way to communicate with our members so that they want to be **Included** in everything we do. By reinforcing the importance of the goals of our Organization we can give our members a reason to invite new members to join us. If we want to continue to make our puzzle grow, we need active members, not just numbers on a report. We need those puzzle pieces to help us work our Programs. Everything is connected. Let's find ways to teach them about the Organization they joined and make it FUN!

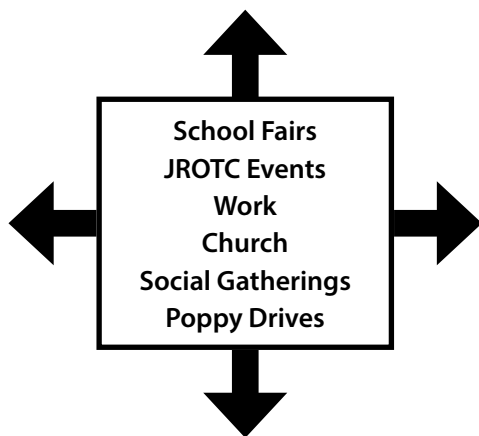
Henry Ford: “Coming together is a beginning, keeping together is progress, and working together is success.”

Together, hand in hand, as Brothers and Sisters of this great Organization, we will stand tall for our veterans. There is strength in numbers and we are all part of the puzzle that pieces us together. We CAN make a difference!

Invite Potential Members

Growing our Auxiliary should be so much easier today than it was six years ago. With the inclusion of males, we should be reaching new highs. The VFW has a membership 1,071,274 strong, so why is it that we have 469,322 which is more than 50% less than that of the VFW? We should be larger than the VFW! We have a much larger pool to recruit from; we need to talk with our VFW members and find out if they have someone in their family who would be interested in joining.

You can recruit anywhere, you just need the correct mindset and the tools to do so! Do what you know!



Recruitment Tips

- Always have a membership application and/or brochure with you that will help you explain what the VFW Auxiliary does.
- Make up your own recruiting speech that comes from the heart and that potential members can relate to.
- Tell the story about why you joined and who you joined for.
- Have the “8 Ways You Can Help Veterans” cards with you to hand out.

Resources Available to Assist You

Recent National Membership Ambassadors and National Headquarters staff have worked together to develop membership resources to help you, our local members, recruit. Visit vfwauxiliary.org/resources or Log in to MALTA, select “Resources” and scroll down to the Membership area for links to the following:

- VFW Auxiliary Brochure Order Form
- Member Change/Update Form
- VFW Auxiliary Membership/Member Transfer Application
- 2021-2022 Member Recruiter Award Form

Membership Recruitment and Retention Tools, including:

- Membership Engagement Packet
- Membership Moments
- VFW Auxiliary Eligibility Wheel
- Just One Card
- Strengthening Auxiliaries Calendar
- Talking Points
- VFW Auxiliary Fact Sheet
- Recruitment Booth Pointers
- 8 Ways You Can Help Veterans Card
- Member Benefits
- “Join Us” Poster
- Press Releases
- Door Hangers
- Social Media Shareables

These tools are here to help increase membership in your Auxiliary. Many of the above are fillable and printable for easy use.

Include Members

Many Auxiliaries were once the center of their towns. Due to a shift in population from rural to urban and suburban areas, you may find that you are now on the outskirts of the main hub. Don’t let that stop you from recruiting new members and including them in your Auxiliary. If we have learned anything from the COVID-19 pandemic, it is how to continue to move forward. Bring your members into your meetings via Zoom, GoToMeeting, WebEx or other technologies. Many Auxiliaries have snowbirds or retirees who are always on the road enjoying life, yet they still want to be included in the goings on of the Auxiliary. Keep them informed by text, email, newsletters and Auxiliary Facebook pages.

Empower your members to take more control of where your Auxiliary will be in the next year. Encourage their ideas and participation. Listen to what they have to say. What may not have worked before may work now. At your meetings, pass around a "What Would You Like to Do?" sign-up sheet. Don't wait for them to volunteer. Explain the event and what is needed, be specific: desserts, set up/clean up, decorations, sewing projects, food drives, reading to youth or visiting our veterans in hospitals or nursing homes.

Make your meetings fun!

- Send out birthday cards (regular mail or email) monthly and invite them to that month's meeting and celebrate their birthday with a cake.
- Every month has a non-traditional celebration connected to it. We know about our traditional holidays, but what about National Sneeze Month, National Picnic Month, National Hot Breakfast Month, National Soup Month, etc. These are easy to find by doing an online search of "fun non-traditional holidays." Pick one – or a few - and get creative! You could even incorporate the holiday into a membership drive.

An old African proverb says: "If you want to go fast... go alone, if you want to go far...go together."

How to Invest in the Future of our VFW Auxiliary

Retention of our members is the key to our success. We need every piece of the puzzle to keep their membership in good standing.

- When you bring a new member in, make a lifetime commitment and investment in that member. Send them a welcome packet with information about your Auxiliary, events that are coming up and invite them to the next meeting so they can be initiated. Offer to provide a ride to the meeting if they need one.
- Invest in your members by offering an early bird incentive. This not only shows that you care about your members but also that you are not all about the money. Everyone likes to get a good deal.
 - If your Auxiliary is financially able, consider offering \$5-\$10 off for those who renew their dues by October 1.
 - Perhaps hold a drawing for a Life Membership for those who renew by December 31.
- Form a Membership Committee. Members of this committee should be friendly and easy to talk to.
- Consider using members who are homebound to make calls for you.

- When sending out your renewal letters ask the member to update their phone number and email address so that you can better communicate with them.
- Send a second renewal notice by the end of October and remind all members that if dues are not paid by December 31, they will no longer be a member in good standing.
- Remember that renewals may be sent by text, email, mail and phone. You can even post a reminder on your Auxiliary Facebook page.
- Plan on a final push for renewals no later than March 1.
- Let your members know you care about them and value their membership by offering to assist anyone who may be in need by helping them pay their dues.

It takes about six weeks for a member to receive their membership card. Make sure they know how to pull it up on their smartphone. Take the time to help them create their MALTA login and give them a brief tutorial. This could be done after a meeting. When they renew, print off their temporary card and mail it to them with a "thank you for renewing" note. This can all be done by your Membership Committee.

As we deal with the daily grind of life, sometimes we may need to be reminded of why we joined the Auxiliary. It is an honor to have a veteran in our family who makes us eligible. Please continue to honor your veteran and keep your membership current.

As the cardinal reminds us that someone is watching over us, it can also remind us that we are not alone in our endeavors and that we are all part of the bigger picture...a piece of the puzzle. Let's increase the number of our puzzle pieces!



Membership Program

Invite New Members • Include Current Members • Invest in the Future of the Organization

The VFW Auxiliary started with a small group of women who wanted to serve veterans, and it has grown exponentially and now includes both males and females as members. There is only one way to add members: **ask someone to join**. And once they join, **ask them to participate**.

Ask Someone to Join

There are numerous places and times to ask someone if they want to join the VFW Auxiliary. Your approach will look different depending on who your audience is.

In all cases, the potential member should have some knowledge of what the VFW Auxiliary is and what we do before they ever receive an application.

Important tools:

- Fact Sheet, available for free from National Headquarters.
- Business card with contact information. (Order yours from the VFW Store, vfwstore.org.)
- National website, vfwauxiliary.org.

Follow Up!

Most likely, the first time you talk to someone new about the organization, that person will not be ready to commit. It's important to ask for their contact information and then follow up within a week.

Ask Them to Participate

The key to keeping members is getting them involved. Call or email a new member within a week with the next meeting date and time, or the next possible event or project. Offer to pick him/her up, or invite him/her to get coffee before or after a meeting.

Put a team of members in charge of contacting new members or members who haven't been to a meeting recently. The team should be friendly and knowledgeable about the Auxiliary.

Ways to Encourage Participation:

- Monthly sign-up sheet for regular events.
- Emails and phone calls for special events.
- Public recognition of current volunteers. (Consider posters at your VFW Post Home, if permitted, that spotlight member involvement.)
- Be specific about what they will be doing, including the time commitment.
- Find out how that person best communicates, whether by phone, email, Facebook or texting.
- Have another member stay with them for the entire length of the activity or event.
- If they say "no" to the first invitation, be sure to ask again!
- Plan family friendly events! Members with children in the home want opportunities to do things with his or her family.

Have a Plan

Every Department and Auxiliary should have a Membership Plan. This plan should include:

- Contacting current members.
- Outreach to former members.
- Recruiting events for new members.
- Picking a mentor for a new member.
- Before a membership year begins, set your calendar for when you plan to do each of these:
 - Make it as easy as possible for members to renew their dues. They can renew online in MALTA!
 - Plan at least four recruiting events in your community each year.

Membership Program Awards

**MEMBERSHIP AWARDS WILL BE BASED ON THE PAID TOTAL LISTED ON THIS REPORT IN MALTA
CMR - PAID, CANCELLED AND DECEASED**

AWARDS FOR MEMBERS

1. **Cardinal Puzzle Pin and a citation** to each VFW and VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2021 through May 31, 2022***. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Pin will be mailed directly to the member.
2. **National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits **twenty (20) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2021 through May 31, 2022***. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri. Award will be mailed directly to the member if not in attendance.
3. **Soaring Above and Beyond Award** to one Auxiliary member who recruits the most **new and/or rejoined members** from **July 1, 2021 through May 31, 2022**. The award will feature the member's name alongside the name of an honored veteran. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Winner will be announced and award presented at the 2022 National Convention in Kansas City, Missouri. Award will be mailed to the Department for presentation if member is not in attendance.

AWARDS FOR AUXILIARIES

1. Retain & Gain Award
\$50 to each Auxiliary that retains 90% of their Annual members AND reaches 100% Plus by June 30, 2022.

AWARDS FOR DEPARTMENT CHAIRMEN

1. Citation to each Department Membership Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Chairman in each of the 10 Program Divisions for the best retention program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of the Program Goals listed at the top of Page 46. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

AWARDS FOR DEPARTMENTS

1. Quarterly Awards: Goals will be individualized for each Department and be given to each Department at the start of the 2021-2022 year.
 - a. Quarter 1 by October 31 – \$100 to each Department that retains 50% of its of Annual members and achieves Department goal. \$50 to each Department that achieves only its Department goal (does not meet retention goal).
 - b. Quarter 2 by January 31 – \$150 to each Department that retains 75% of its Annual members and achieves Department goal. \$75 to each Department that achieves only its Department goal (does not meet retention goal).
 - c. Quarter 3 by April 30 – \$200 to each Department that retains 90% of its Annual members and achieves Department goal. \$100 to each Department that achieves only its Department goal (does not meet retention goal).
 - d. Quarter 4 by June 30 – \$300 to each Department that retains 98% of its Annual members and achieves Department goal. \$150 to each Department that achieves only its Department goal (does not meet retention goal).
2. Conference Vs. Conference
 - A. \$50 to each Department within the Conference with the highest total retention by June 30, 2022.

AWARDS FOR CONFERENCE COACHES

1. *Soaring Above & Beyond* Keepsake to each Conference Coach for their hard work in this Program. Award will be presented at the 2022 National Convention in Kansas City, Missouri.

**Based on the June 30, 2021, total membership numbers.*

VFW Auxiliary Member Recruiter Award Form

- Cardinal Puzzle Pin and a citation** to each VFW and VFW Auxiliary member who recruits **five (5) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2021 through May 31, 2022***. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Pin will be mailed directly to the member.
- National Membership Achievement Award** to each VFW and VFW Auxiliary member who recruits **twenty (20) new and/or rejoined members** to the VFW Auxiliary from **July 1, 2021 through May 31, 2022***. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri. Award will be mailed directly to the member if not in attendance.
- Soaring Above and Beyond Award** to one Auxiliary member who recruits the most **new and/or rejoined members** from **July 1, 2021 through May 31, 2022**. The award will feature the member's name alongside the name of an honored veteran. Official form required; available at vfwauxiliary.org/resources. Due to National Headquarters by June 10, 2022. Winner will be announced and award presented at the 2022 National Convention in Kansas City, Missouri. Award will be mailed to the Department for presentation if member is not in attendance.

THIS FORM CAN BE USED FOR ALL THREE VFW AUXILIARY MEMBER AWARDS LISTED ABOVE. PLEASE TYPE OR PRINT ALL INFORMATION.

Recruiter's First and Last Name _____ Recruiter's Auxiliary Number _____

Recruiter's Membership Number _____ Recruiter's Email Address _____

Recruiter's Address _____

Street Address

City

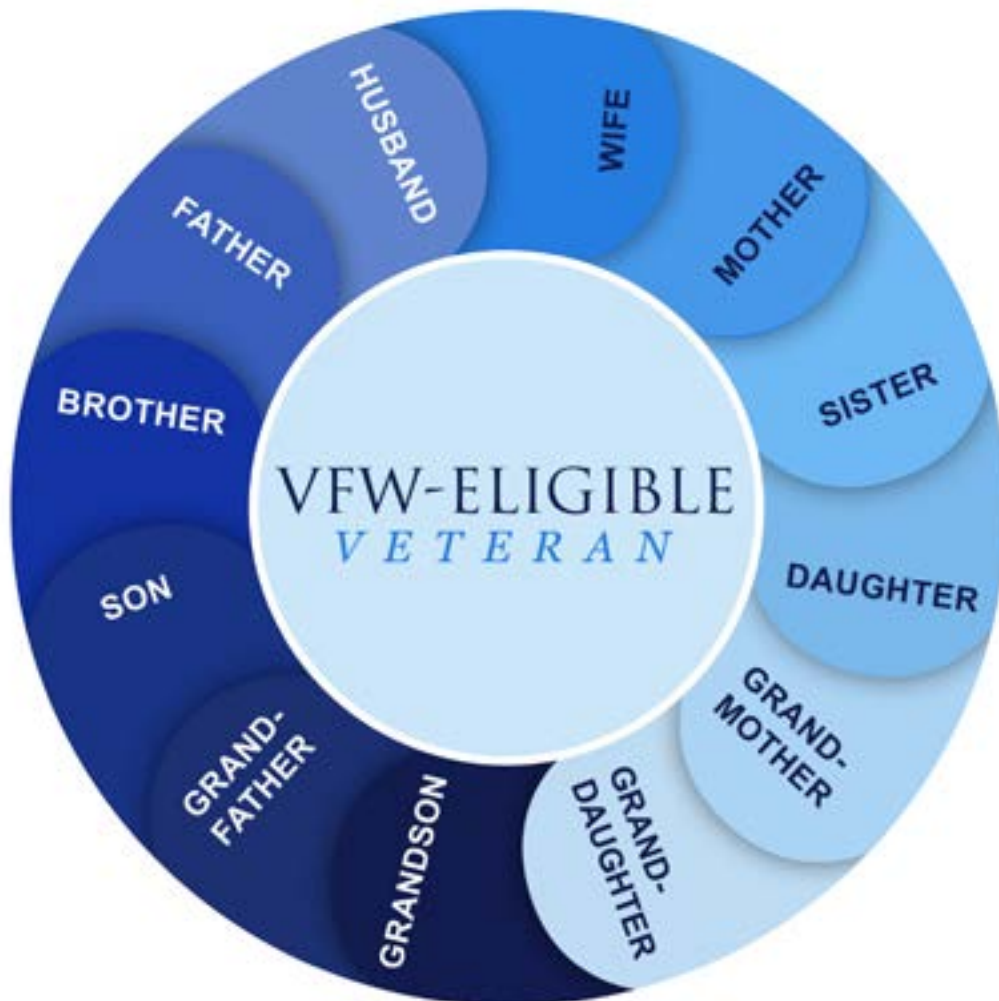
State

ZIP Code

Number	Date*	New and/or Rejoined Member Name	Membership Number	Auxiliary Number
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
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15				
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Completed form must be received at National Headquarters by June 10, 2022. Email to info@vfwauxiliary.org or mail to VFW Auxiliary National Headquarters, 406 W. 34th Street, 10th Floor, Kansas City, MO 64111 Attn.: Membership Awards

VFW Auxiliary Eligibility Wheel



**Step- and adopted parents, children, siblings (and half-siblings), grandparents and grandchildren are considered the same as biological parents, children, siblings, grandparents and grandchildren and may join the VFW Auxiliary under their VFW-eligible veteran.*

VFW Auxiliary Membership Application

VFW AUXILIARY MEMBERSHIP / MEMBER TRANSFER APPLICATION

Recruited/Recommended by: Recruiter Member ID

Auxiliary No. City State Member ID (If already a member)

Annual Membership Life Membership

Rejoin Membership Rejoined Previous Member ID No. Previous Auxiliary

Member at Large in Department of Member at Large - VFW Auxiliary National Headquarters

THESE FIELDS REQUIRED

Name Date of Birth

Address Male Female

City State ZIP

Phone Email

POST-AFFILIATED (*Must be a member to the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship to Eligible Veteran* VFW Membership ID

LIFE MEMBER TRANSFER Previous Auxiliary

ANNUAL TRANSFER Previous Auxiliary Paying Nonpaying

ANNUAL TRANSFER CONVERTING TO LIFE (Fill out Life Membership information below.) Previous Auxiliary

THESE FIELDS REQUIRED

NON-AFFILIATED (*Veteran is not a member of the VFW Post affiliated with the Auxiliary to which you are applying.)
 Relationship to Eligible Veteran* VFW Post (If applicable)

Name of campaign ribbons or medals:

Dates of Service: to Location:

Investigating Committee Signatures

1 2 3

Per Section 102 of the National Bylaws. Rejected Accepted Meeting Date Obligated Date

LIFE MEMBERSHIP ONLY Check here if this is a gift.
 Credit cards may **NOT** be used for initial payment of Annual Dues.

Cash Check Visa MasterCard Discover AMEX

Life Membership Fee

Name on credit card

Billing address for card

City State ZIP

Credit Card No.

CVV Code Exp. Date

Signature Date

LIFE MEMBERSHIP ONLY

ACH (Bank withdrawal)

Name of Bank

Bank Routing No.

Account No.

Attach voided check HERE.
 (Required)

LIFE MEMBERSHIP FEES

Life Membership fees are not refundable.

Attained age by 12/31 of year applying for Life Membership.

Through 20	\$253
21-25	\$242
26-30	\$230
31-35	\$219
36-40	\$213
41-45	\$201
46-50	\$196
51-55	\$184
56-60	\$173
61-65	\$161
66-70	\$150
71-75	\$132
76-80	\$109
81-85	\$86
86-90	\$69
91 and over	\$58

OBLIGATION In the presence of Almighty God and the members of this organization here assembled, I do of my own free will and accord, solemnly promise that I will never wrong or defraud this organization nor a member thereof nor permit either to be wronged if in my power to prevent it. I will never propose for membership any person not eligible, according to our Bylaws. I further state that I believe in God. I will be faithful to the United States of America, obedient to the laws and loyal to the Flag. Should my membership with this organization cease in any way, I will consider this obligation as binding outside of the organization as though I had remained a member. I do so promise.

I attest that I am a citizen of the United States or a U.S. National, and am at least 16 years of age. I further state that I believe in God. I pledge to comply with the National Bylaws of the Veterans of Foreign Wars of the United States Auxiliary. I attest I am not eligible for membership in the VFW. I further attest that the above is true and correct to the best of my knowledge, including my stated relationship to the Veteran.

Signature (Must be signed by all members.) Date

Scholarships Ambassador



BRENDA BLAIR
748 Hinckley Rd.
Clinton, ME 04927
207-426-8423
scholarship2122@yahoo.com

The VFW Auxiliary is proud to offer and assist the VFW with scholarship contests. These contests provide financial assistance to our youth, Auxiliary members and their immediate family who want to further their education.

Continuing Education Scholarship

This scholarship is open only to VFW Auxiliary members, their spouses and children. The two qualifications to this scholarship are:

1. The Auxiliary member that the applicant is applying under must have been an Auxiliary member for at least one year, and
2. The applicant must be at least 18 years of age.

One winner in each of the four (4) VFW Auxiliary Conferences will receive a \$1,000 scholarship. The money is paid directly to the American college or vocational/technical school of the winner's choice.

Historically we haven't had many applications for this scholarship. In fact, National Headquarters receives fewer than 100 applications annually. We, as a team, need to get the word out. We have members who have never heard of this scholarship! It's up to us to share information at our meetings, in our newsletters, e-newsletters and on social media. We need to promote that to win, they must get their application in!

Young American Creative Patriotic Art Contest

The VFW Auxiliary's Patriotic Art scholarship has been awarded for the last 42 years to students in grades 9-12. The contest is open to students enrolled in a public, private, parochial or home school program. This Program Year there are 12 National awards totaling \$33,000. The National first-place winner receives a \$15,000 scholarship paid directly to the American college or vocational/technical school of the winner's

choice. Other National scholarships range between \$500-\$7,500 with many Auxiliaries, Districts and Departments offering scholarships and awards for an additional \$100,000. More than 4,000 students participate each year. Our youth are so talented and more need to be given the opportunity to participate; they will soar!

Young American Creative Patriotic Art Contest Escrow Fund

Funds are currently limited to award only the top 12 National entries. If every Department submits an entry to the National contest, there are 38 students who we are unable to financially recognize at this time. Help us recognize more students by sending a personal donation or a donation from your Auxiliary to National Headquarters earmarked Patriotic Art.

Come up with ideas to make fundraising "fun!" Ask your Post if you can display a small poster and donation jar at the next function. Include the address and website for National Headquarters and contact information for your local Auxiliary.

Student participation in the Patriotic Art Contest will likely increase as we offer more scholarships.

Patriot's Pen and Voice of Democracy

The VFW Auxiliary helps promote two VFW-sponsored youth contests: Patriot's Pen Essay Contest for students in grades 6-8 and Voice of Democracy Audio-Essay Contest for students in grades 9-12. Both are open to students enrolled in a public, private, parochial or home school program. Contest themes change every year. Please review the rules and guidelines when promoting these scholarships to teachers, parents and students.

Celebrate Student Participation

Everyone likes to be acknowledged for their efforts. Make sure to recognize all who participated in addition to the winners.

- National Headquarters leaves Auxiliary, District and Department awards up to each entity and does not provide guidelines on the amount or type of award offered (e.g., cash, gift card, certificate, plaque, etc.)
- Work with your Post, District and/or your Department to determine awards and ways to recognize students.

- Consider hosting an awards night, luncheon or ice cream social.
- Invite parents, guardians, grandparents and teachers who helped students with their endeavors.
- Invite local media to cover the award recognition event; they love encouraging the youth and this is a great (free!) way to publicize and promote the VFW and Auxiliary!

The VFW Store has notepads, pens, water bottles, carabiners and drawstring backpacks and awards certificates for the Patriotic Art, Patriot's Pen and Voice of Democracy contests that make great awards for local- and District-level participants and winners. Visit vfwstore.org to see what they offer.

Please visit vfwauxiliary.org/resources for helpful tools for each contest, including links to criteria, rules, applications, fillable press releases, sample social media posts, flyers and more.



Scholarships Program

Student Participation • Recipient Recognition • Community Awareness • Increasing the Fund

Each of our scholarships encourage patriotism, assist students in attaining an education and help students reach their full potential. This increases VFW and Auxiliary recognition while supporting our communities, students and members.

Continuing Education Scholarship

Open to any Auxiliary member (who has been a member for at least a year), their spouse, son or daughter with a financial need. Entrant must be at least 18 years old, complete the application and submit an essay of 300 words or less. The application must be received at National Headquarters by February 15:

Program Awards Administrator
VFW Auxiliary National Headquarters
406 W. 34th Street, 10th Floor
Kansas City, MO 64111
Or email it to info@vfwauxiliary.org

\$1,000 will be awarded to an applicant in each of the four Conferences. Applications are available from Department Scholarships Chairmen or at vfwauxiliary.org/scholarships.

Young American Creative Patriotic Art Contest

Open to any student in grades 9-12 by the March 31 deadline who is enrolled in a public, private or parochial high school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Student must be a U.S. citizen or U.S. national. Foreign exchange students, students age 20 or older, GED and adult education students, or national winners of previous Young American Creative Patriotic Art Contests are ineligible. Entries will be judged on patriotic theme and technique. One Department winner will be forwarded to Auxiliary National Headquarters. Please see the student brochure at vfwauxiliary.org/scholarships for more details on requirements and contest rules.

Deadlines:

Entries received by:

Local Auxiliary – March 31
Department – April 15
National Headquarters – May 5

National Scholarships:

- First Place – \$15,000
- Second Place – \$7,500
- Third Place – \$3,500
- Fourth and Fifth Place – \$1,500
- Sixth Place – \$1,000
- Seventh through Twelfth Place – \$500



Two- and Three-Dimensional Art Forms Accepted

The Patriotic Art Contest accepts both two and three-dimensional art. See the rules below:

Two-dimensional art:

- Must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Do not frame two-dimensional pieces.
- Submit canvas entries on a stretcher frame or canvas board.
- Other entries must be matted in white.
- Do not use color mats. Reinforce the back with heavy paper.
- Mounted and floating mats may also be used.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.

Three dimensional art:

- Can be paper, papier-mâché, pottery, sculpture, fabric, wood, metal work, etc.
- Pieces should be no larger than 18" in any direction.
- Art cannot be more than 5 lbs. in weight.

Digital art, photography and jewelry are not accepted.

FUND THE ARTISTS OF TOMORROW

Help increase the Young American Creative Patriotic Art awards! Send a donation of any amount to add to the Patriotic Art Escrow Fund. The goal is to increase the number and dollar amount of the awards.

To donate by mail, send a check earmarked Patriotic Art to:

VFW Auxiliary National Headquarters
Attn: Patriotic Art Fund
406 W. 34th Street, 10th Floor
Kansas City, MO 64111

2021-2022 Voice of Democracy Audio-Essay Contest

Theme: *America: Where do we go from here?*

Open to students in grades 9-12 by the October 31 deadline who are enrolled in a public private or parochial high school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Although U.S. citizenship is not required, students must be lawful U.S. permanent residents or have applied for permanent residence (the application for which has not been denied) and intends to become a U.S. citizen at the earliest opportunity allowed by law. Foreign exchange students, students age 20 or over, previous Voice of Democracy first place state winners, GED or adult education students are ineligible. One Department winner will be forwarded to VFW National Headquarters.

Deadlines:

Entries to VFW Post – Midnight, October 31
Post Judging Complete – November 15
District Judging Complete – December 15
Department Judging Complete – January 10
Department Winner to VFW National Headquarters – January 15

National Awards:

First Place – \$30,000 scholarship
Second Place – \$16,000 scholarship
Third Place – \$10,000 scholarship
Fourth through 36th Place – \$7,000 to \$1,500 scholarship
37th - 53rd Place – \$1,000 scholarship

2021-2022 Patriot's Pen Essay Contest

Theme: *How Can I Be A Good American?*

Open to students in grades 6-8, by the October 31 deadline who are enrolled in public, private or parochial school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Although U.S. citizenship is not required, students must be lawful U.S. permanent residents or have applied for permanent residence (the application for which has not been denied) and intends to become a U.S. citizen at the earliest opportunity allowed by law. (Foreign exchange students and former winners that placed in the National contest are excluded from the contest.) One Department winner will be forwarded to VFW National Headquarters.

Deadlines:

Entries to VFW Post – Midnight, October 31
Post Judging Complete – November 15
District Judging Complete – December 15
Department Judging Complete – January 10
Department Winner to VFW National Headquarters – January 15

National Awards:

First Place – \$5,000
Second Place – \$4,000
Third Place – \$3,500
Fourth through 53rd Place – \$2,750 to \$500

Scholarship and Contest Resources

Complete list of all contest rules can be found in the following resources:

- **VFW website:**
vfw.org/community/youth-and-education
- **VFW Auxiliary website:**
vfwauxiliary.org/scholarships
- **Promotions from National Ambassador**
- **VFW Store:** vfwstore.org or 1-833-VFW-VETS

Get The Word Out!

The first step is to identify likely individuals with whom you can discuss scholarship opportunities. Here are a few suggestions of groups that might be interested in what you have to say:

- Schools and JROTC Units
- Faith-based youth groups
- Youth-focused organizations
- Home-school associations
- Parent-teacher associations
- Youth sports teams
- Financial aid offices
- Student veteran centers

Recognition Is Key

It is important that scholarship and contest winners receive recognition at every level.

Ways to Recognize Winners:

- Present a certificate and/or gift.
- Ask the winner to give a speech or lead the Pledge of Allegiance at an Auxiliary event.
- Host an awards ceremony.
- Present awards at a school assembly.
- Contact local media to feature winners in the news.
 - Sample press releases available online at vfwauxiliary.org/resources.
- Invite winners to participate in a conference.
- Don't forget to recognize the parents and teachers!

Scholarship Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding promotion of the Young American Creative Patriotic Art Contest.
 - Citation to every Auxiliary that promotes the Young American Creative Patriotic Art Contest. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Scholarships Chairman by March 31, 2022.
The Department Scholarships Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding promotion of the Young American Creative Patriotic Art Contest. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Scholarships Chairman must sign and send a copy of the completed Department-winning entry form to the National Scholarships Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Scholarships Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Scholarships Chairman in each of the 10 Program Divisions for the best promotion of ways to increase student participation in the Scholarships Program. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 53. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Veterans & Family Support Ambassador



NELDA CLIFTON
6020 E. 58th St.
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816-719-1198
vfsambassador2122@yahoo.com

Could you imagine not having a home – being on the streets? Foraging for food, asking for handouts just to eat? In the article “Homeless Veterans in America” published on June 12, 2020 in The Military Wallet, a personal finance and benefits website for military members, veterans and their families, writer Ryan Guina states there are more than 630,000 homeless individuals in America, and more than 67,000 are veterans. Veterans comprise 10.6% of the homeless population. That is an average of one in every 10 homeless individuals being a veteran.

Studies show the veteran population is two times more likely to become chronically homeless than any other American group. Contributing factors include long periods of unemployment, foreclosure, mental illness and poverty. More 968,000 veterans lived in poverty last year. Seventy-six percent (76%) of homeless veterans experience alcohol, drug, or mental illness struggles and 30% of veterans ages 18-24 are unemployed.

Of homeless veterans:

- 89% received an honorable discharge
- 67% served three or more years in the military
- 47% are Vietnam veterans
- 15% served before Vietnam
- 5.5% are Iraq and Afghanistan veterans

This means nine out of 10 homeless veterans received an honorable discharge and two out of three served at least three years.

Support for Homeless Veterans

Assist a homeless veterans initiative in your area, such as Stand Downs, Veterans Administration, local homeless veteran housing/assistance programs, faith-based programs, etc.

Stand Downs are typically one- to three-day events during which VA staff and volunteers provide food, clothing and health screenings to homeless and at-risk veterans. In addition, veterans also receive referrals for health care, housing solutions, employment, substance use treatment, mental health counseling and other essential services.

For more information on local Stand Downs, contact your local VA, or visit va.gov/homeless/events.asp

Other resources:

- National Coalition for Homeless Veterans: nchv.org
- Help for Homeless Veterans: va.gov/homeless (877) 424-3838

National Family Caregivers Month and Month of the Military Caregiver

National Family Caregivers Month is observed each November while Month of the Military Caregiver is observed each May. Both recognize and honor more than 5 million caregivers in the United States. There are innumerable ways for Auxiliaries to bring attention to caregivers and the important role they play in the lives of veterans and the family members of veterans.

As the daughter of a deceased veteran and the caregiver of my mother, I know how hard it is to receive assistance in this capacity. It usually falls to the parents, spouse, child(ren), other family members, a friend or acquaintance to provide emotional support and/or physical care for a veteran or family member.

The VA has many support services to assist the caregivers within the VA System. For more information, please visit caregiver.va.gov. October 2020 was the first time that spouses have been able to file to receive benefits for being a caregiver to a veteran. The form is on the caregiver webpage provided at the link above.

Don't forget the family of veterans, that we, as an Auxiliary, need to assist as well. Show them respect for caring for the ones who were left at home or loved our veterans after they returned. There are simple ways to show our support of them and acknowledge their importance.

- Be a good listener. Visit with them in-person, by phone or electronically.
- Offer to take over caregiving duties for a short time or offer to assist them (respite care).

- Bring or have delivered a meal or a gift card to a local eatery.
- Mail a thinking of you card and/or send flowers.
- Provide personal care gift cards for a spa day.

There are many more ways to show your support of the important position caregivers hold in their family member's life. Caregivers often lose themselves in the care of others and stress levels rise, sometimes unnoticed, until it is overwhelming.

Now is the time to contribute time and/or money to programs and organizations that benefit homeless veterans and family caregivers of veterans. Look into options in your area and choose those that best fit your Auxiliary's Veterans & Family Support Program. As always, keep yourself, your family, our Auxiliary Sisters and Brothers and our veterans safe and healthy.



Veterans & Family Support Program

VFW National Veterans Service • VFW Veterans & Military Support Programs
Assist Veterans, Service Members and Their Families
Promote Veteran & Military Suicide Prevention and Mental Health Awareness

Spread the Word about National Veterans Service (NVS)

The VFW's National Veterans Service (NVS) helps veterans, service members and their families obtain the benefits they deserve – at no cost.

NVS provides a nationwide network of nearly 300 VFW Service Officers who help veterans navigate the Veterans Affairs system. Those VFW Service Officers recover more than \$1 billion annually in VA benefits for veterans and their dependents.

These highly skilled professionals assist all veterans, whether they are VFW members or not, in filing claims for:

- Disability compensation.
- Rehabilitation and educational programs.
- Pension and death benefits.
- Employment and training programs.

NVS also works to ensure veterans receive quality, timely and accessible VA health care, including:

- Hospital care.
- Outpatient care.
- Specialized health care for female veterans.
- Alcohol and drug dependency treatment.
- Medical evaluation for disorders associated with military service, exposure to Agent Orange, radiation or other environmental hazards.

Donations to NVS can be made online or by mail.

Donate online at vfw.org/ways-to-help, select National Veterans Service, click "Contribute."

Donate by mail by sending funds to the VFW earmarked for NVS. Mail check to:

VFW National Headquarters
Attn: NVS
406 W. 34th Street, 11th Floor
Kansas City, MO 64111

VFW Veterans & Military Support Program

Veterans & Military Support contains programs initiated by the VFW: Military Assistance Program (MAP), Unmet Needs and the VFW "Sport Clips Help A Hero Scholarship." These programs serve active-duty and recently discharged military.

Donations to Veterans & Military Support can be made online or by mail.

Donate online at vfw.org/ways-to-help, select Veterans & Military Support, click "Contribute."

Donate by mail by sending funds to the VFW earmarked for Veterans & Military Support.

Mail check to:

VFW National Headquarters
Attn: Veterans & Military Support
406 W. 34th Street, 9th Floor
Kansas City, MO 64111

Military Assistance Program (MAP) Funds Ways to Connect with Troops

MAP helps VFW and Auxiliary members give more to their local military units. It helps forge and nurture bonds with those units by providing financial assistance for Posts, Districts and Departments to sponsor morale-boosting send-offs, homecomings and casual get-togethers.

Post and Auxiliaries participating in Adopt-a-Unit and Family Readiness Group events can also receive assistance. MAP keeps care packages circulating by covering postage costs.

For guidelines to apply for MAP funds, contact the VFW Veterans & Military Support office at 816-756-3390.

Unmet Needs Can Help in a Crisis

A soldier is serving on foreign soil, but the rent is due back home. A soldier is driving a tank on alert for IEDs, and the family car needs a new radiator the family cannot afford. These are the situations Unmet Needs can address.

Grants of up to \$1,500 payable to a creditor can bridge the gap to make a mortgage or rent payment or to fund home and auto repairs, insurance, utility costs, food and clothing. To learn more, visit vfw.org/assistance/financial-grants.

VFW “Sport Clips Help A Hero Scholarship” Program

The VFW and Sport Clips are giving the gift of scholarships to our nation’s heroes as a way of thanking them for their dedicated service to our nation. The VFW “Sport Clips Help A Hero Scholarship” awards scholarships of up to \$5,000 to qualifying veterans and service members to help them complete their educational goals without incurring excessive student loan debt. To learn more, visit vfw.org/student-veterans-support.

Veteran & Military Suicide Prevention and Mental Health Awareness

Make a difference in the life of a veteran or service member in crisis by educating yourself and others about the warning signs of suicide.

The Veterans Crisis Line connects veterans in crisis and their families and friends with qualified, caring Department of Veterans Affairs responders through a confidential toll-free hotline, online chat, or text. Veterans and their loved ones can:

- Call 1-800-273-8255 and Press 1,
- Chat online at veteranscrisisline.net, or
- Send a text message to 838255.

Confidential support is available 24 hours a day, 7 days a week, 365 days a year. Support for deaf and hard of hearing individuals is available. Tip: Add the Veterans Crisis Line number as a contact in your cell phone for easy referral.

Purchase the **Auxiliary Suicide Awareness Prevention Pin** from the VFW Store. When someone asks you about your pin, tell them that the VFW Auxiliary is concerned about the rates of suicides among veterans and military service members; we want everyone to be aware of the unique stress they face.

Mental Wellness Support and Resources

A staggering 20 veterans commit suicide each day, and the VFW and VFW Auxiliary are committed to helping change the conversation and stigma surrounding mental health in the United States. Change the stigma, improve research, support your community and explore treatment options at the resources below:

- **VFW Mental Wellness Campaign**
vfw.org/assistance/mental-wellness
- **The Campaign to Change Direction**
changedirection.org
- **Give An Hour**
giveanhour.org
- **Patients Like Me**
patientslikeme.com/join/vfw
- **One Mind**
onemind.org
- **The Elizabeth Dole Foundation**
elizabethdolefoundation.org
- **Help Heal Veterans (Therapeutic Craft Kits)**
healvets.org
- **Veterans Voices Writing Project**
veteransvoices.org

Veterans & Family Support Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding activity and/or event that increases awareness of homeless veterans.
 - Citation to every Auxiliary that hosts an activity and/or event to increase awareness of homeless veterans. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Veterans & Family Support Chairman by March 31, 2022.
The Department Veterans & Family Support Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that increases awareness of homeless veterans. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Veterans & Family Support Chairman must sign and send a copy of the completed Department-winning entry form to the National Veterans & Family Support Ambassador by April 30, 2022 for judging.

2. Most outstanding activity and/or event that supports veteran, military and family caregivers.
 - Citation to every Auxiliary that hosts an activity and/or event that supports veteran, military and family caregivers. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries are to send entry form to their Department Veterans & Family Support Chairman by March 31, 2022.
The Department Veterans & Family Support Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.
Citations will be mailed directly to participating Auxiliaries from National Headquarters.
 - Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding activity and/or event that supports veteran, military and family caregivers. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Veterans & Family Support Chairman must sign and send a copy of the completed Department-winning entry form to the National Veterans & Family Support Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Veterans & Family Support Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Veterans & Family Support Chairman in each of the 10 Program Divisions for the best promotion to increase awareness of homeless veterans. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. \$25 VFW Store Gift Certificate to one Department Veterans & Family Support Chairman in each of the 10 Program Divisions for the best promotion of support for veteran, military and family caregivers. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
4. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 58. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

Youth Activities Ambassador



SHEILA SPAULDING

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sheilas57@comcast.net

Growing up with parents who served our local VFW Post, my siblings and I helped where we could. There were countless dinners to serve and endless dishes to wash, parades that we marched in and bingo games to support. My family worked locally serving the veteran community in our hometown, as well as throughout the state at other Posts and at the VA hospital. The VFW and VFW Auxiliary, and those they served, weren't just something we did; it was a part of who we were as a family.

The VFW Auxiliary offers today's youth many different opportunities to serve our veterans and their families. Whether as an individual or as part of a youth group, our Youth Activities Program provides them with tools they need. It also gives us, as an organization, the opportunity to acknowledge outstanding youth and the work they do to support and lift up our veterans.

It's up to us to foster in youth the values and traditions of patriotism. Through the Youth Activities Program we have many ways to invite and encourage them to get involved, including Illustrating America and Youth Groups Supporting Our Veterans citations.

Illustrating America

What is Illustrating America?

- A patriotic art contest for elementary and middle/junior high school students.

Benefits of Illustrating America:

- Encourage students' artistic abilities and reward their hard work.
- It's fun to see how our youth view the world through their drawings and paintings.
- Get kids interested with the hope they will enter the Young American Creative Patriotic Art Contest in high school.

How can I participate in Illustrating America?

- Host contests for students in grades K-8. The contest consists of three grade divisions: K-2, 3-5 and 6-8. There is one National winner in each grade division, with awards for first, second and third place in each grade division.
- Approach your local schools with information available under "Youth Activities" at vfwauxiliary.org/resources.
- Reach out to local homeschooling families or organizations through print and online media.

How Does Illustrating America Work?

- Much like the Young American Creative Patriotic Art Contest. Auxiliaries start by promoting the contest to schools and throughout the community.
- Collect patriotic artwork for judging. Auxiliary and Department awards are up to you.
- Coloring sheets, digital art and photography are not accepted.

What Are the Details and Deadlines?

- The student deadline is March 31, 2022. Participants submit entries to a local VFW Auxiliary Youth Activities Chairman by this date. The Auxiliary first-place winner in each grade division will be sent to the Department Youth Activities Chairman for judging.
- District Judging (Optional) - If held, District winners must meet the Department deadline for judging.
- Department Judging - VFW Auxiliary or District entries must be received by the Department Youth Activities Chairman by April 15, 2022. Departments will judge and send first place winners in each grade division to National Headquarters by May 5, 2022.
- Only one first-place Department winner in each grade division is eligible for the National competition. All entries will be judged with one winner selected for each grade division. First-place winning entries in each grade division will receive an award and be displayed at National Convention.

Youth Groups Supporting Our Veterans Citations

These citations offer a way for Auxiliaries to recognize and thank youth groups for supporting veterans in their community.

Do you know a:

- School club
- Sports team
- JROTC
- Girl Scout Troop/Boy Scout Troop
- Faith-based youth group
- Homeschool association

Who:

- Helped at food distributions or food banks
- Delivered meals or groceries to elderly or homebound veterans
- Marched in patriotic holiday parades
- Taught veterans more about technology
- Made first aid kits for homeless veterans
- Mowed the yard, cleaned gutters or shoveled snow for a veteran or service member's family

Recognize and thank these youth groups by presenting them with a citation. The Youth Groups Supporting Our Veterans Citations are available at vfwauxiliary.org/resources under Youth Activities.

Other ways to participate in Youth Activities

Get Excited for the Red, White and Blue!

This individual singing contest for youth in grades K-12 encourages youth to display their patriotism through singing the national anthem. Contest eligibility, rules and application available at vfwauxiliary.org/resources under Youth Activities.

Patriotism through Literacy

This initiative promotes and supports reading historical fiction and nonfiction among youth.

Create and/or Sponsor a Youth Group

Include the youth group in all of the Auxiliary Programs.

Patriotic Youth Award

Recognize individual youth for their patriotism or who have volunteered their time helping veterans, service members and their families. The Patriotic Youth Award is available for download at vfwauxiliary.org/resources under Youth Activities.

Let's get excited for the youth of today and ask them to participate in our amazing contests and initiatives.



Youth Activities Program

Creating, Sponsoring and Working with Youth Groups

Youth Groups Supporting Our Veterans Citations • Patriotic Youth Award

Get Excited for the Red, White and Blue! • Patriotism through Literacy • Illustrating America

The VFW Auxiliary is in a unique position to help teach our youth the skills to become responsible adults through serving our country, communities and veterans. We have a new generation of veterans who need the support of family, friends and country as they serve overseas and when they come home from conflicts abroad. Today's youth are the future of our nation.

Creating, Sponsoring and Working with Youth Groups

As part of the Auxiliary Youth Activities Program, an Auxiliary can sponsor a youth group and engage youth in any one of our programs, including activities to honor our veterans or assist our service members and their families.

Take advantage of the service aspects some youth groups require. Many youth-focused organizations require various types of community service or activities to earn merits in their units. College-bound seniors earn school credit for some of these same activities.

Remember that involving youth in service to veterans in conjunction with your Auxiliary can bring new membership to your Auxiliary. When youth and the whole family are included, members feel more invested in your Auxiliary. Sponsorship of a youth group can create a bright future for your Auxiliary, veterans and the community as a whole.

Youth Groups Supporting Our Veterans Citations

The Youth Groups Supporting Our Veterans Citation is one way for Auxiliaries to recognize youth groups for their efforts and service projects honoring our veterans, and assisting service members and their families. The Youth Groups Supporting Our Veterans Citation is available at vfwauxiliary.org/resources under Youth Activities.

Patriotic Youth Award

The Patriotic Youth Award is designed to recognize individual youth for their patriotism and/or support of our veterans, service members and their families. The Patriotic Youth Award is available at vfwauxiliary.org/resources under Youth Activities.

Get Excited for the Red, White and Blue!

Open to youth in grades K-12 at the time of local entry and a U.S. citizen or U.S. national. Entry will be judged on vocal ability, mastery of lyrics, originality or interpretation and entertainment value. The contest consists of two grade divisions: K-8 and 9-12. The Department first-place winner in each grade division will be forwarded to Auxiliary National Headquarters. There is one National winner in each grade division, with awards for first, second and third place in each grade division. Please see entry form at vfwauxiliary.org/what-we-do/youth-activities for eligibility requirements and contest rules.

Deadlines:

Entries received by:

Local Auxiliary – March 31

Department – April 15

National Headquarters – May 5

Contest Rules:

- Video of contestant's solo vocal performance of "The Star-Spangled Banner" must be recorded between July 1, 2021 and March 31, 2022.
- Contestant may sing a cappella, with backing tracks or instruments.
- Contestant may sing in the arrangement and genre of their choice.
- Contestant may **NOT** change the words.

Patriotism through Literacy

Promote and support reading among youth with this simple, fun and potentially free (use your local library) initiative. Introduce youth to historical figures and teach them about events in our nation's history while fostering a love of reading that can lead to a lifetime of learning.

Benefits of Patriotism through Literacy:

- Teach kids about various times in American history.
- Promote empathy and expose students to experiences unlike their own.
- Foster a love of books that leads to a lifetime of learning.

- Spend time with kids in the community in new, creative ways.
- Help youth gain better understanding of American history through nonfiction.

How can I participate in Patriotism through Literacy?

- Volunteer to read a historical or creative nonfiction picture book to kids at your local library.
- Donate historical fiction or creative nonfiction books to local schools, shelters or libraries.
- Host a read-a-thon and award small prizes (stickers, pins) for number of books or hours read.
- Run a writer's workshop for aspiring teen and tween authors at your Post Home.
- Invite an author of historical fiction or creative nonfiction to do a book talk/signing in your area.

Reading has many benefits, including improved grammar and writing skills, improved focus and concentration, and it helps children to understand and share the feelings of others; reading stretches our imagination. As Dr. Seuss said, "Reading can take you places you have never been before."

Illustrating America

Open to any student in grades K-8 by the March 31 deadline who is enrolled in a public, private or parochial school or home study program in the United States, its territories and possessions; or dependents of U.S. military or civilian personnel in overseas schools. Student must be a U.S. citizen or U.S. national. Foreign exchange students and students age 15 or older are ineligible. National grade division winners of previous Illustrating America contests may enter the subsequent grade division but are ineligible for the same grade division of which they are a previous national winner.

Entries will be judged on patriotic theme and technique. The contest consists of three grade divisions: K-2, 3-5 and 6-8. The Department first-place winner in each grade division will be forwarded to Auxiliary National Headquarters.

There are National awards for first, second and third place in each grade division. The first, second and third place in each grade division will be displayed at National Convention. Please see the student brochure and entry form at vfwauxiliary.org/what-we-do/youth-activities for more details on requirements and contest rules.

Deadlines:

Entries received by:

Local Auxiliary – March 31

Department – April 15

National Headquarters – May 5

Contest Rules:

- Art must be two-dimensional.
- Art must be on canvas or paper.
- Watercolor, pencil, pastel, charcoal, tempera, crayon, acrylic, pen, ink, oil, marker or other media may be used.
- Submit canvas entries on a stretcher frame or canvas board. Other entries must be matted in white or reinforced with heavy paper.
- The art should be no smaller than 8" x 10" but no larger than 18" x 24", not including mat.
- **Coloring sheets, digital art and photography are not accepted.**

Involve Youth in ALL Auxiliary Programs

Youth play such an important role in our future. Encourage involvement from an early age in all Auxiliary Programs. Every young person can find their place to serve when they are presented with a variety of opportunities to serve their communities and veterans.

Teach youth about Auxiliary efforts to:

- Respect and take pride in our country.
- Serve hospitalized veterans.
- Elect leaders who appreciate our military.
- Pass legislation that secures benefits for our veterans.
- And many other worthy efforts!

Project Examples

- Visiting and volunteering in VA and non-VA facilities.
- Raising funds for a community veterans' memorial.
- Marching in patriotic holiday parades.
- Volunteering to help veterans and service members and their families with yard work or household repairs.
- Sending cards or small gifts to the VFW National Home for Children to support families.
- Planning a card- and letter-writing campaign in local schools to send mail to our troops overseas or veterans in VA facilities.
- Organizing assembly, collection and delivery of care packages for troops.
- Teaching veterans computer skills.

Youth Group Examples for VFW Auxiliary Sponsorship

- Youth sports teams
- Church youth groups
- After-school programs

- Youth-focused organizations
- School clubs
- Home-school associations
- Youth community service groups
- Nonprofit organization youth advisory councils
- Service learning and civic engagement departments in high schools and colleges

Make Your Auxiliary Accessible to Today's Youth

It has never been so easy to communicate your cause and events to the world. Social media as teaching and information tools have natural collaborative elements allowing our youth to view and comment on each other's activities. They are tweeting on Twitter, posting on Facebook, instantly sending pictures on Instagram and subscribing to YouTube channels.

If you don't know what any of this is – **LEARN**.

POPULAR SOCIAL MEDIA NETWORKS

Facebook | Twitter | LinkedIn | YouTube
Pinterest | Instagram | Snapchat | TikTok

Get online, and see what's new!

Visit vfwauxiliary.org/resources for publicity tips, social media guidelines and other helpful tips.

Youth Activities Program Awards

AWARDS FOR AUXILIARIES

1. Most outstanding promotion of Illustrating America.

- Citation to every Auxiliary that promotes Illustrating America. Criteria and entry form (required) available at vfwauxiliary.org/resources. Auxiliaries must send the entry form to their Department Youth Activities Chairman by March 31, 2022.

The Department Youth Activities Chairman must send a copy of all submitted entry forms to National Headquarters by April 30, 2022.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences with the most outstanding promotion of Illustrating America. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

The Department Youth Activities Chairman must sign and send a copy of the completed Department-winning entry form to the National Youth Activities Ambassador by April 30, 2022 for judging.

AWARDS FOR DEPARTMENTS AND DEPARTMENT CHAIRMEN

1. Citation to each Department Youth Activities Chairman for participation in this Program. Citation will be presented at the 2022 Department Convention.
2. \$25 VFW Store Gift Certificate to one Department Youth Activities Chairman in each of the 10 Program Divisions for the best promotion of the "Get Excited for the Red, White and Blue!" national anthem singing contest. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.
3. Outstanding Performance Award in each of the 10 Program Divisions based on criteria listed on Page 5 and for the promotion of Program Goals listed at the top of Page 63. Winners will be announced and awards presented at the 2022 National Convention in Kansas City, Missouri.

2021-2022 Year-End Reports

Americanism Program

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that conducted special programs on patriotic holidays:
(For example, Memorial Day, Veterans Day, POW/MIA Remembrance Day, etc.) _____
2. Number of American Flags presented (at least 2" x 3" or larger):
(Includes, but is not limited to, schools, businesses, parades, gravesites, etc.) _____
3. Number of **Auxiliaries** that participated in POW/MIA programs: _____
4. Number of POW/MIA flags presented (at least 2" x 3" or larger): _____
5. Number of certificates presented to businesses or citizens in recognition of
their displaying the U.S., POW/MIA flags or other displays of American pride: _____
6. Number of **Auxiliaries** that recognized Blue Star Mothers and Families,
Gold Star Mothers and Families and/or Silver Star Mothers and Families: _____
7. Number of **Auxiliaries** that conducted patriotic education in their community: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Auxiliary Community Outreach Program

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that implemented an Auxiliary Community Outreach Program: _____
2. Number of Auxiliary **members** who participated in Auxiliary Community Outreach: _____
(For example, neighborhood/highway beautification, civic or faith-based volunteerism that benefits the community at large, assisting individuals with special needs or the elderly, etc.)
3. Number of hours volunteered by Auxiliary **members** for programs or projects NOT AFFILIATED with VFW or VFW Auxiliary Programs: _____
4. Number of **Auxiliaries** that planned or participated in projects or programs to support and/or recognize first responders: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

“Buddy”® Poppy & VFW National Home for Children

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

“Buddy”® Poppy

- 1a. Number of **Auxiliaries** that promoted the “Buddy”® Poppy through distribution and education **within the Post/Auxiliary**: _____
- 1b. Number of **Auxiliaries** that promoted the “Buddy”® Poppy through distribution and education **in the community (outreach)**: _____
- 2a. Number of “Buddy”® Poppy drives that were hosted **with the Post**: _____
- 2b. Number of “Buddy”® Poppy drives that were hosted **without the Post**: _____
3. Number of **Auxiliaries** that participated in a Department “Buddy”® Poppy Display Contest: _____

VFW National Home for Children

- 4a. Number of **Auxiliaries** that promoted the National Home **within the Post/Auxiliary**: _____
- 4b. Number of **Auxiliaries** that promoted the National Home **in the community (outreach)**: _____
- 5a. Number of **Auxiliaries** that promoted the National Home Helpline **within the Post/Auxiliary**: _____
- 5b. Number of **Auxiliaries** that promoted the National Home Helpline **in the community (outreach)**: _____
6. Number of **Auxiliaries** that purchased at least one National Home Life Membership for an Auxiliary member: _____
7. Total number of National Home Life Memberships purchased for Auxiliary **members**: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Chief of Staff

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of Good Job Awards presented to Auxiliary **members**: _____
2. Number of **Auxiliaries** that were presented with a Certificate of Good Health: _____
- 3a. Did your Department develop Talking Points for District Presidents to use during Auxiliary Official Visits? YES _____ NO _____
- 3b. If YES, did the District Presidents use the Talking Points? YES _____ NO _____
4. Number of presentations given to unaffiliated Posts about starting an Auxiliary: _____
5. Number of Auxiliaries instituted after giving a presentation to an unaffiliated Post: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Historian & Media Relations

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1a. Number of **Auxiliaries** that sent a printed or mailed monthly or quarterly newsletter/
bulletin to their members: _____

1b. Number of **Auxiliaries** that sent an electronic (PDF, Word document or via an
email service provider such as Constant Contact, Mail Chimp, Vertical Response, etc.)
monthly or quarterly newsletter/bulletin to their members: _____

2a. Number of **Auxiliaries** that have a **joint Facebook page with the Post**: _____

2b. Number of **Auxiliaries** that have their **own Auxiliary Facebook Page**: _____

3a. Number of **Auxiliaries** that have a with a **joint website with the Post**: _____

3b. Number of **Auxiliaries** that have their **own Auxiliary website**: _____

4. Number of **Auxiliaries** that presented a Communications Award to local media: _____

5. Number of Auxiliary **members** that attended a media relations training hosted by
their Department Historian & Media Relations Chairman: _____

6a. Number of **Auxiliaries** that used media to promote the Auxiliary and its Programs: _____

6b. What media was used? (Check all that apply)
TV: _____ Radio: _____ Newspapers: _____ Social Media: _____ Fliers: _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Hospital

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

- 1a. Number of Auxiliary **members** volunteering in **ANY** VA and/or non-VA medical facility: _____
- 1b. **Total number of hours volunteered** by Auxiliary members volunteering in **ANY** VA and/or non-VA medical facility: _____
- 2a. Number of **new adult** volunteers recruited: _____
- 2b. Number of **new youth** volunteers recruited: _____
- 3a. Number of **Auxiliaries** that recognized volunteers by presenting Hospital Volunteer Appreciation Certificates: _____
- 3b. Number of **Auxiliaries** that recognized volunteers by presenting Hospital Volunteer Service Pins: _____
- 3c. Number of **Auxiliaries** that recognized volunteers by hosting a volunteer recognition event: _____
4. Number of **Auxiliaries** that sponsored/conducted an event or activity in **ANY** VA and/or non-VA medical facility: _____
5. Number of **Auxiliaries** that participated in or educated VA and/or non-VA medical facilities about the Honors Escort Program: _____
- 6a. Number of **Auxiliaries** that participated in National Salute to Veteran Patients Week: _____
- 6b. Number of **Auxiliaries** that hosted a "Valentines for Veterans" party or event on-site at ANY VA and/or non-VA medical facility: _____
- 6c. Number of **Auxiliaries** that delivered and/or sent valentines to veteran patients: _____
7. Number of **Auxiliaries** that hosted or participated in events for Women Veterans Health: _____
8. Total amount spent on all Hospital projects: \$ _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Legislative

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of Auxiliary **members** who subscribed to VFW *Action Corps Weekly*: _____
- 2a. Number of **personal contacts** made by Auxiliary **members** to legislators on veterans' issues: _____
- 2b. Number of **emails** sent by Auxiliary **members** to legislators on veterans' issues: _____
- 2c. Number of **letters/postcards** sent by Auxiliary **members** to legislators on veterans' issues: _____
- 2d. Number of **phone calls** made by Auxiliary **members** to legislators on veterans' issues: _____
3. Number of Auxiliary **members** who attended events where they could interact with legislators (For example: town halls, meet and greets, legislative conferences, etc.): _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Membership

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1a. Number of **Auxiliaries** that used phone calls to collect Annual dues: _____

1b. Number of **Auxiliaries** that used emails to collect Annual dues: _____

1c. Number of **Auxiliaries** that used letters/postcards to collect Annual dues: _____

1d. Number of **Auxiliaries** that used face-to-face conversations to collect Annual dues: _____

1e. Number of **Auxiliaries** that used social media to collect Annual dues: _____

2. Number of **Auxiliaries** that sent dues reminders/notices utilizing reminders/notices generated in MALTA: _____

**An Auxiliary can send dues reminders/notices by both mail and email.*

3a. Number of **Auxiliaries** that used media to promote Auxiliary membership in the community: _____

3b. What media was used? (Check all that apply)

TV: _____ Radio: _____ Newspapers: _____ Social Media: _____ Fliers: _____

4a. Number of Membership training sessions hosted by **Auxiliaries**: _____

4b. Number of Membership training sessions hosted by **Districts**: _____

4c. Number of Membership training sessions hosted by the **Department**: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Mentoring for Leadership

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1a. Number of new Auxiliary **members** fulfilling the role of mentor: _____

1b. Number of returning Auxiliary **members** fulfilling the role of mentor: _____

2. Number of **Auxiliaries** that used *Mentoring at VFW Auxiliary – Relationship Building for the Future* materials: _____

3. Number of **Auxiliaries** that used the mentoring resources available at vfwauxiliary.org/resources to start and/or continue mentoring in their Auxiliary: _____

Signed _____
Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Scholarships

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

CONTINUING EDUCATION SCHOLARSHIP

1. Number of **Auxiliaries** that promoted the Continuing Education Scholarship contest: _____
(For example, distributed applications, publicized/promoted program, etc.)

YOUNG AMERICAN CREATIVE PATRIOTIC ART CONTEST

2. Number of **Auxiliaries** that promoted the Patriotic Art Contest: _____
3. Number of **students** who submitted an entry to a local Auxiliary: _____
4. Number of entries judged at the Department level: _____
- 5a. Total dollar amount/value of awards presented by **Auxiliaries**: \$ _____
- 5b. Total dollar amount/value of awards presented by **Districts**: \$ _____
- 5c. Total dollar amount awarded by the **Department**: \$ _____

PATRIOT'S PEN ESSAY CONTEST

- 6a. Number of **Auxiliaries** that assisted their Posts in conducting the contest: _____
- 6b. Number of Auxiliary **members** involved: _____
- 6c. Numbers of hours Auxiliary **members** volunteered: _____

VOICE OF DEMOCRACY AUDIO/ESSAY CONTEST

- 7a. Number of **Auxiliaries** that assisted their Posts in conducting the contest: _____
- 7b. Number of Auxiliary **members** involved: _____
- 7c. Numbers of hours Auxiliary **members** volunteered: _____

-
8. Number of **Auxiliaries** that hosted/co-hosted an awards ceremony to recognize awardees and participants in any of these contests: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Veterans & Family Support

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Number of **Auxiliaries** that hosted/co-hosted with the VFW Post fundraising activities for National Veterans Service (NVS): _____
2. Number of **Auxiliaries** that hosted/co-hosted with the VFW Post fundraising activities for VFW Veterans & Military Support Programs: _____
(Military Assistance Program (MAP), Unmet Needs and VFW's "Sport Clips Help A Hero Scholarship.")
3. Number of **Auxiliaries** that participated in and/or sponsored events or projects for homeless veterans (For example: Stand Downs, clothing drives, etc.): _____
- 4a. Number of **Auxiliaries** that provided direct aid to veterans, service members and/or their families (For example, meals, transportation, cards, packages, donations, etc.): _____
- 4b. Total monetary value of donations and goods/services provided: \$ _____
- 4c. Total monetary donations provided: \$ _____
- 4d. Approximate number of veterans/military personnel assisted: _____
5. Number of **Auxiliaries** that promoted veteran and military suicide prevention and mental health awareness: _____
6. Number of **Auxiliaries** that provided support for veteran and military caregivers: _____

Signed _____

Department Chairman

Conference _____

Address _____

Email _____

City _____ State _____ Zip _____

Phone Number (_____) _____

Youth Activities

2021-2022 YEAR-END REPORT

SUBMIT TO YOUR DEPARTMENT PRESIDENT BY MAY 1, 2022

Department _____ Number of Auxiliaries Participating _____

**Please note that participation is not considered for any awards but it must still be tracked.*

1. Total number of **youth** that Auxiliaries worked with during the Program Year (across ALL VFW Auxiliary Programs): _____
2. Total number of **youth groups** that Auxiliaries worked with during the Program Year (across ALL VFW Auxiliary Programs): _____
3. Number of **youth** recognized by Auxiliaries with a Patriotic Youth Award: _____
4. Number of **youth groups** recognized by Auxiliaries with a Youth Groups Supporting Our Veterans Citation: _____
5. Number of **Auxiliaries** that promoted and/or participated in Patriotism through Literacy: _____

GET EXCITED FOR THE RED, WHITE AND BLUE!

6. Number of **Auxiliaries** that promoted the Get Excited for the Red, White and Blue! national anthem singing contest: _____
7. Number of **youth** who submitted an entry to a local Auxiliary: _____
8. Number of entries judged at the Department level: _____
- 9a. Total dollar amount/value of awards presented by **Auxiliaries**: \$ _____
- 9b. Total dollar amount/value of awards presented **Districts**: \$ _____
- 9c. Total dollar amount awarded by the **Department**: \$ _____

ILLUSTRATING AMERICA

10. Number of **Auxiliaries** that promoted Illustrating America: _____
11. Number of **students** who submitted an entry to a local Auxiliary: _____
12. Number of entries judged at the Department level: _____
- 13a. Total dollar amount/value of awards presented by **Auxiliaries**: \$ _____
- 13b. Total dollar amount/value of awards presented by **Districts**: \$ _____
- 13c. Total dollar amount awarded by the **Department**: \$ _____

Signed _____ Department Chairman	Conference _____
Address _____	Email _____
City _____ State _____ Zip _____	Phone Number (_____) _____

