

**2024-2025 American Legion Auxiliary
Department of New York
Poppy**

Department Poppy Chairman

Laura Booth

571 Minnieford Avenue

Bronx, NY 10464

C 917-337-3326

E-mail: nyalapoppy@gmail.com

Purpose: The purpose of the Poppy Committee is to educate ALA membership and the public on the significance of the poppy and the program's financial benefit for veterans, military, and their families.

Promote the Poppy Program and increase revenue.

- Wear a poppy to promote conversation and interest.
- Educate your community about how funds collected help veterans, servicemembers, and their families.
- Contact local businesses for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.
- Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available for purchase through Emblem Sales, for your communication.
- Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of The American Legion, Legion Riders, and ALA Junior members to join poppy distributions in your community.

Educate your community on the meaning and history of the poppy.

- Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military servicemembers helps us raise awareness of the Legion Family and connects us to our mission in the eyes of the public.
- Promote the ALA Poppy Poster Contest in your local schools and youth groups.
- Promote the Little Miss Poppy Contest to Juniors in your unit.
- Offer to speak at local civic engagements about the meaning and significance of the poppy and how Poppy Funds help veterans, servicemembers, and their families.

Celebrate National Poppy Day

- Wear a red poppy all day and tell everyone why.
- Distribute poppies to friends, co-workers and family and tell everyone why.
- Tell the story on Facebook of who you are wearing your poppy to remember or support on National Poppy Day®. Don't forget to tag us! #PoppyDay #LegionFamily
- Accept a poppy and donate if you see a member of The American Legion Family in your neighborhood distributing poppies.
- Distribute National Poppy Day material and make it available to members.
- Organize a poppy distribution at local Memorial Day Ceremonies. Make sure to wear your Auxiliary branded apparel to help tell everyone who you are.
- Invite a local dignitary to lay a poppy wreath at a memorial in your community and invite unit members to be present. Consider singing patriotic songs or other ways to involve your unit members.

- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community. (Please see Poppy Day Resources above for more information).
- For more information and resources, visit <https://member.legion-aux.org/member/committees/poppy/poppy-days>

Increase the number of poppy makers in your community.

- Set up meetings with recreational and occupational therapists at local U.S. Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs), or community hospitals to incorporate poppy-making into their therapy programs.
- Distribute “How to Recruit New Poppy Makers” promotion information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics, nursing homes, and other community organizations that house and care for veterans.
- Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family.
- In her autobiography, The Miracle Flower, she described how the idea came to her after she read Lt. McCrae’s poem. Ms. Michael went on to lead a campaign for the adoption of the poppy as the national symbol of sacrifice and on Sept. 27, 1920, the Red Poppy became the official flower of The American Legion Family to memorialize the soldiers who served during WWI.

Allowable Uses of Poppy Funds:

Poppy Funds CAN be used for:

1. For the rehabilitation of Veterans honorably discharged from the United States Armed Forces after April 6, 1917.
2. For the welfare of the families of Veterans of the above name period.
3. For the rehabilitation of hospitalized military service personnel returning home and awaiting discharge who require treatment in service hospitals.
4. For the welfare of veterans, active military personnel, and the families of Veterans and active military personnel of the above-name period where financial and medical need is evident.
5. For the purchase of poppy kits and supplies used to make symbolic poppies and poppy items that will be distributed for donations to the Poppy fund.
6. Sponsoring Veterans on an Honor Flight
7. Veteran Food Pantries

DEPARTMENT POPPY AWARDS

Judging for the Junior and Senior Level will be at the Unit, County or District Level. Winning entries must be brought to Department Convention for both Junior and Senior level entries

Poppy Wreaths, Poppy Centerpiece – You may use poppies without official tags, but the crepe paper poppy must be the dominating flower. Netting, artificial greens and other flowers may also be used. Centerpieces are not to exceed 12” in diameter.

Poppy Hat - You may use poppies without official tags, but the crepe paper poppy must be the dominating flower. Netting, artificial greens and other flowers may also be used. The hat need not be covered but should be presentable for wearing in public.

Non-traditional items such as poppy pencils, stickers, t-shirts, temporary tattoos, cookies, cupcakes, balloons, buttons, Christmas decorations or Christmas cards, etc., use the traditional memoriam poppy symbol in promotion of the Poppy Program. You may use poppies without official tags, but the crepe paper poppy must be the dominating flower. Netting, artificial greens and other flowers may also be used.

Junior Poppy Tray or Table Favor – Poppies should be predominant. Other materials should be used.

Poppy Poster Contest - A certificate of appreciation to all Poppy Poster Winners in each class. **All Poppy posters are due to the Dept. Poppy chairman by May 1st.**

2024-2025 NATIONAL POPPY PROGRAM AWARDS

Deadlines and Submission Requirements

All award submissions must include a narrative (either a PDF or Microsoft Word document) explaining why the department or unit you're nominating should receive the award. You may also upload other supporting documentation that will give the committee a full picture of the important mission work your department or unit has accomplished this year. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents. If you have more than three supporting files, please email the committee email address listed in the form.

National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>

Unit Award: Most Outstanding Unit Poppy Program (per division)

All unit entries must be submitted via electronic form by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

Department Award: Best Department Poppy Program (per division)

All department entries must be submitted via electronic form by 5 p.m. EST on June 1.

Note: You will receive confirmation when your award is submitted.

Little Miss Poppy

More information on National Little Miss Poppy Contest: <https://member.legion-aux.org/Member/Awards/Little-Miss-Poppy-Contest>

Poppy Poster Contest

Please note – for the Poppy Poster Contest, refer to your department for submission guidelines.

Poppy Poster Contest rules are available at: <https://www.legion-aux.org/National-Poppy-Poster-Contest> .

National Poppy Contest and Awards Deadlines and Submission Requirements Include the Department Award Cover Sheet

Poppy Poster Contest

- Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the unit.
- The contest shall have seven classes:
 - Class I: Grades 2 and 3

- Class II: Grades 4 and 5
- Class III: Grades 6 and 7
- Class IV: Grades 8 and 9
- Class V: Grades 10 and 11
- Class VI: Grade 12
- Class VII: Students with special needs defined as:
 - Those in special education classes
 - A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
 - A child identified as having a disability, but not in a special education class due to lack of facilities. Identification is contingent upon discretion of school officials.

Poppy Poster Requirements:

- Each poster shall have a fitting slogan not to exceed 10 words. Articles – “a,” “and,” “an,” “the” – are not to be counted as words. The words “buddy” and “buy” cannot be used.
- The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
- Each poster must include a picture of the red poppy.
- The department shall determine the closing date for the unit contest. The poster shall be on an 11x14” poster board. (Drawing paper will not be accepted).
- Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils, and markers.
- Written in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the department.
- The United States flag may be used as long as there are no infractions of the flag code.
- Posters will be judged using the following criteria:
 - 50% - poster appeal (layout, message, originality)
 - 40% - artistic ability (design and color)
 - 10% - neatness
- Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians’ grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.
- The poster shall be the work of only one individual.
- The label “In Memoriam” from the veteran-made poppy may not be used.
- May 1 deadline to Department Poppy Chairman to be forwarded to National.

Poppy Poster Contest Judging and Awards

- Each department shall establish its own procedure for judging.
- A citation will be given for the most outstanding poster in each classification within the five divisions.
- Unit members should follow deadlines and process for the department.
- All department adjudicated entries must be sent by the department chairman to her national division chairman postmarked by the date found in the current supplement.

- While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.

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

National Miss Poppy Contest: Little Miss Poppy (Ages 6-12)

NEW FOR 2023-2024 – Little Miss Poppy award submissions are now electronic to address postage and material cost considerations. Please refer to the rules below for submission requirements and deadline information.

- Participant must be between 6 and 12 years of age as of June 1 and be a Junior member in good standing of the American Legion Auxiliary.
- Promotional activity of the poppy story must occur through The American Legion, the American Legion Auxiliary, and the community during the timespan of May 1 of the current year to April 30 of the following year.
- For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy award electronic application with supporting documentation.
- All entries are due by 5 p.m. on June 1.
- In addition to the information on the award application, please include documentation on the criteria below. Accepted formats are Word document, Google Slides, or .pdf. PowerPoint presentations may also be uploaded via Googles Slides. For more information on Google Slides, please visit <https://www.google.com/slides/about/>.
- Criteria for judging Little Miss Poppy entries:
 - The memorial poppy must be visible in all promotion and publicity submitted.
 - There is no specific dress code or dress color for Little Miss Poppy.
 - Promotion of the Poppy Program: What did you share and do?
 - Publicity of poppy activities (newspapers, radio/TV, etc.).
 - Submitted file must include the following information (both pictures and descriptions)
 - What I learned during my time as Little Miss Poppy?
 - How I shared the story of the poppy with my community?
 - What does the poppy mean to me?
 - What activities did I attend to promote the poppy and its meaning?
 - Age-appropriate originality with considerations for neatness and creativity.

The Little Miss Poppy (age 6-12) winner may be invited to the ALA National Convention immediately following her selection, and if she so chooses, will travel at her own expense. The winner of the National Little Miss Poppy contest will receive a citation plaque.

POPPY SUPERVISORS 2024-2025

ALBANY 3RD & 4TH DISTRICT

Doreen Hedlund,
123 Odell Street
Schenectady, NY 12304
518-377-3440

VETERANS OF THE 6TH DISTRICT

Janet Elston
409 Jennings Road
Marathon, NY 13803
607-372-1935

BATH 6TH & 7TH DISTRICT

Lisa Moore
110919 State Route 21
Wayland, NY 14572
585-245-2762

ERIE 8TH DISTRICT

Denice Rojek Perenc
30 St. John's Place
Lackawanna, NY 14218
716-348-8568

UNIT POPPY REPORT FORM 2024-2025

Reporting Dates: November 1, 2024 April 1, 2025

Unit Chairman _____ District/Unit _____

Address _____

Phone: _____ E-mail _____

Unit does not have a Poppy Chairman

of Veteran Poppy makers _____ # of non-Veteran Poppy makers _____

of Poppies Distributed _____ # of Poppy items distributed _____

of poppies ordered _____

Total hours members volunteered for Poppy distribution _____ X \$33.49 hour \$ _____

Poppy Funds donations Used For: _____ Dollar Amount\$ _____

Poppy Promotion

of ALA Distributing Poppies _____ \$ Amount Raised from cans\$ _____

of schools involved with Poppy Drives _____ Amount Raised from cans\$ _____

Promotion: Newspaper _____ TV _____ Radio _____ social media _____ Legislative proclamations _____

(Please check how you raised Poppy Awareness in Your Community and attach copies if available, i.e., Newspaper clippings, ads, social media posts etc.)

Poppy Poster Contest - # of participants' _____ Prizes Awarded _____

Little Miss Poppy - # of Juniors Participating _____ Poppy Scrapbooks # _____

As part of your narrative report, please include answers to the following questions:

How did your members promote the Poppy program? Did the unit promote the Poppy Poster Contest and Little Miss Poppy programs?

****** YOU MUST FILL IN THIS INFORMATION FOR IMPACT REPORTS ******

1. Our ALA Service for Veterans/ Military

Impact Report		Obtain Total From	TOTAL
Line 6	Number of poppies or poppy items distributed	Unit Records	
Line 7	Dollars raised from poppies	Unit Records	\$

*Estimated cash value of non-cash donations from **NON-MEMBERS** of goods (like paper goods, clothing) or services (like pro-bono CPA services from a local firm)

Send a copy of the report to your County Chairman. Keep a copy for your records.

COUNTY POPPY REPORT FORM 2024-2025

Reporting Dates: November 10, 2024 April 10, 2025

County _____ District _____ County Chairman _____

Address _____

Phone: _____ E-mail _____

County does not have a Poppy Chairman

of Veteran Poppy makers _____ # of non-Veteran Poppy makers _____

of Poppies Distributed _____ # of Poppy items distributed _____

of poppies ordered _____

Total hours members volunteered for Poppy distribution _____ X \$33.49 hour \$ _____

Poppy Funds Used For: _____ Dollar Amount\$ _____

Poppy Promotion

of ALA Distributing Poppies _____ \$ Amount Raised from cans\$ _____

of schools involved with Poppy Drives _____ Amount Raised from cans\$ _____

Promotion: Newspaper _____ TV _____ Radio _____ social media _____ Legislative proclamations _____

(Please check how you raised Poppy Awareness in Your Community and attach copies if available, i.e., Newspaper clippings, ads, social media posts etc.)

Promotion: Newspaper _____ TV _____ Radio _____ social media _____ Legislative proclamations _____

(Please check how you raised Poppy Awareness in Your Community and attach copies if available, i.e., Newspaper clippings, ads, social media posts etc.)

Poppy Poster Contest - # of participants' _____ Prizes Awarded _____

Little Miss Poppy - # of Juniors Participating _____ Poppy Scrapbooks # _____

As part of your narrative report, please include answers to the following questions:

How did your members promote the Poppy program? Did the unit promote the Poppy Poster Contest and Little Miss Poppy programs?

****** YOU MUST FILL IN THIS INFORMATION FOR IMPACT REPORTS ******

1. Our ALA Service for Veterans/ Military

Impact Report		Obtain Total From	TOTAL
Line 6	Number of poppies or poppy items distributed	Unit Report Forms	
Line 7	Dollars raised from poppies	Unit Report Forms	\$

*Estimated cash value of non-cash donations from **NON-MEMBERS** of goods (like paper goods, clothing) or services (like pro-bono CPA services from a local firm)

Send a copy of the report to your Department Poppy Chairman. Keep a copy for your records.

Laura Booth

571 Minnieford Avenue, Bronx, NY 10464

C 917-337-3326 nyalapoppy@gmail.com

**Official Poppy Order Form 2024-2025
American Legion Auxiliary Department of New York, Inc.**

OFFICE USE ONLY Check# _____ Date _____ Amt. _____ Date Rec. _____

Mail this form & check made payable to:

**American Legion Auxiliary, Department of New York
1580 Columbia Turnpike, Bldg. #1, Suite #3,
Castleton-on-Hudson, NY 12033**

**Place your order prior to December 1, 2024
Orders received after due date may not be filled**

(The Department of New York will continue to have poppies made by Veterans in hospitals or special workshops supervised by the American Legion Auxiliary.) In consideration of your furnishing and shipping the following material, we hereby agree to conduct ourselves under the rules and regulations as set forth by our Department and National Organizations. It is understood that the merchandise is not returnable. Upon receipt of your poppy order, please store it in a dry place.

PLEASE TYPE OR PRINT LEGIBLY

Minimum order

Poppy Order: 1000 poppies \$250. _____ 500 poppies \$125. _____

_____ **Poppy Can Labels - Minimum order 4/\$1.00**

Unit/Post Name _____ # _____ County _____ District _____

Signature _____ Date _____

Phone : (____) _____ E-mail _____

Rules Governing American Legion Auxiliary Poppy Drive

Poppies offered to the public in New York State under the name and emblem of the American Legion Auxiliary and American Legion are still being made by Veterans who are being paid for their work. Posts and Units sponsoring Poppy Drives and offering poppies are prohibited from buying or selling poppies other than those offered on the above order blank. A resolution amended and adopted on May 9, 2013, by the American Legion National Executive Committee replaces and supersedes all previous American Legion National Poppy Program Resolutions. Orders shall be sent to the name and address appearing on this order blank. Service on the Poppy Drive shall be voluntary. There are no paid workers. Net proceeds from the Poppy Drive shall be used for Veterans, military, and their families.

**Kimberly A. Quick
Department President**

**Laura Booth
Department Poppy Chairman**

Ship To: (Please open and inspect poppies when received.)

PLEASE TYPE OR PRINT CLEARLY

Name _____

Address _____ **(No PO Box or RD Numbers)**

City _____ **State** _____ **Zip** _____

