



DEPARTMENT OF MICHIGAN

POPPY PROGRAM GUIDE 2023-2024

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The purpose of American Legion Auxiliary Poppy Program is to honor & support veterans for their service and sacrifice by promoting and educating all people of the history of the Poppy and the financial benefits realized by our nation's veterans because of its distribution.

POPPY PROGRAM OBJECTIVES

Promote/circulate the history of the poppy and the importance of its distribution.

Members can: wear poppies; help distribute poppies and poppy items; learn and share the Poppy Story; participate in the Poppy Poster, Poppy Artistic Creations and other contests; etc.

Units can: order veteran-made ALA poppies from our own Department of Michigan (which helps supplement these veterans' income. Check with Department first regarding their supplies; order poppy kits from Flag & Emblem Sales and assemble them yourselves or even order from other states if need be; educate members and the general public about the Poppy Story; host Poppy Poster Contests; share how you used your Poppy Funds; deliver poppies to legislators or media; observe National Poppy Day (always the Friday before Memorial Day); request a Poppy Day Proclamation from your mayor; etc.

Increase Poppy Revenues (so we can honor and support)

Members can: help distribute poppies and solicit donations where permitted; create different fund-raising ideas (canvas painting experience, casino bus trips, bake sales, etc.)

Units can: contact businesses to obtain permission to distribute poppies (and thank them afterwards); offer other poppy items for donations like pins, bookmarks; host a variety of Poppy Fundraisers; etc.

How Do We Impact?

Members can: report your volunteer hours, monies raised & fund-raising ideas; when in public, project a positive image, wear a poppy and/or our ALA logo; bring member applications, etc.

Units can: track and report your members' volunteer hours and efforts; thank and recognize your members' contributions whether it is time, money or ideas; report at the year-end so we can collectively convey our impact.

PROGRAM CONTESTS AND AWARDS (DEADLINE AND REQUIREMENTS)

POPPY POSTER CONTEST (for students in 2nd-12th grades, including Special Needs.

Consider donating poster boards and art supplies to the teachers for this project.

Units should judge and forward their 1st Place winner (for each Class), onto their District Chairman by **March 31, 2024**. *(Note-verify with your District Poppy Chair for specifics).

Districts should send their 1st Place winner (for each Class) to Department Committee Member, Susan Hilgris by **April 15, 2024**.

Poppy Poster Contest Rules

Units shall sponsor contests in local schools. When schools do not conduct these activities, other youth groups such as our Juniors, church, scouting, may participate under direct supervision of the Unit.

There are seven classes:

		<u>Department Awards</u>
Class I: Grades 2 & 3	Class IV: Grades 8 & 9	1 st Place =\$50.00
Class II: Grades 4 & 5	Class V: Grades 10 & 11	2 nd Place=\$25.00
Class III: Grades 6 & 7	Class VI: Grade 12	3 rd Place=\$15.00

Class VII: Students with special needs are defined as: Those in special education classes, a student recommended for special education classes but who has not been admitted due to waiting list or other various factor. A child identified as having a disability, but not in special education class due to lack of facilities.

Poppy Poster Requirements

1. Each poster shall have a fitting slogan not to exceed ten (10) words. The articles "a", "an", "and", and "the" are not to be counted words. The words "buddy" and "buy" cannot be used.
2. The words "American Legion Auxiliary" must be used in the design of the poster and will not be counted in the ten (10) word count.
3. Each poster must include one (or more) picture of the red Flanders Poppy.
4. The poster shall be 11 x 14 poster board. Drawing paper will not be accepted.
5. The United States Flag may be used as long as there are no infractions of the Flag Code.
6. Posters will be judged using the following criteria: 50% - Poster appeal (layout, message, originality); 40% Artistic ability (design and color) 10% - Neatness.
7. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cut-outs, ink or textures, acrylics, pencils, and markers.
8. Written in INK on the back of the poster (not attached) shall be one of the above Classes (I-VII), student name, address, age and grade of the contestant, name of the Unit and number and Department of Michigan.
9. The poster shall be the work of only one individual.
10. No humorous drawings or slogans shall be used.
11. The label "In Memoriam" from the veteran-made poppy may not be used.

12. Submissions becomes the property of the American Legion Auxiliary. We recommend taking a picture of your poster.

NATIONAL LITTLE MISS POPPY (Department Award 1st Place - \$50.00)

Units should send their 1st Place entry onto their District Chairman by **March 31, 2024**.

Districts should send their 1st Place entry to the Department Chair, Candie Chase by **April 15, 2024**.

Rules

1. Participants must be between six and twelve years of age and be a Junior member in good standing.
2. Promotional activity of the Poppy Story must occur through the American Legion, the American Legion Auxiliary, and the community during the timespan of May 1st of the current year to April 30th of the following year.
3. Selection of Little Miss Poppy is at the discretion of the Unit.
4. For National Little Miss Poppy consideration, participant must submit a Little Miss Poppy Scrapbook (8-1/2 x 11) containing photos and clippings illustrating how she promoted the American Legion Auxiliary Poppy in her Department. Only scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen, so all entrants must allow for the risk.

Criteria for judging Little Miss Poppy Scrapbook entries:

- a. There is no specific dress code or color for Miss Poppy.
- b. Promotion of the Poppy Program: What did you share and do?
- c. Publicity of Poppy activities (newspapers, radio/TV, etc.)
- d. Write narrative report on "What I learned during my time as Little Miss Poppy."
- e. Write essay on "Memorial Poppy" not to exceed 100 words.
- f. The memorial poppy must be visible in all promotion and publicity submitted.
- g. Age-appropriate originality with considerations for neatness and creativity.
- h. Cover page wo include member name, Unit name, state, age division and year.
- i. Judging scale should be 1 through 10 for each area of judging for entire entry.

POPPY AWARENESS DISPLAY CONTEST

Units should encourage their members to help bring awareness about the American Legion Auxiliary Poppy Program and/or The Poppy Story. Members just need to exhibit a Poppy Awareness Display anywhere outside of their Legion Post for 5 or more days and describe it in a paragraph. Members should mail or email their entry to Poppy Committee Member, Dorothy Shanks by **April 15, 2024**.

Rules

1. Poppy Awareness Display Contest can be entered by any Senior member and/or Junior member or SAL member.

2. The display must be exhibited for 5 or more days between April 2023 and March 2024. The display can be in a store, school, library, etc. *anywhere outside of the Post Home*.
3. Each display must feature information about the Poppy Story or ALA Poppy Program and must include the wording “American Legion Auxiliary.” (The word “buddy” should not be used). Your Unit’s name and number may also be included.
4. A colored or black and white photo capturing the display should be included, along with a brief description of where and when the display was exhibited, along with your name, address, Unit and number, District number, and contact information.

Department Awards

1st Place Senior Member - \$10.00 1st Place Junior Aux or SAL Member - \$10.00

POPPY ARTISTIC CREATION CONTESTS (for Senior Auxiliary or Junior Auxiliary & SAL Members and Special Needs).

Units should send/deliver their 1st Place entry onto District for judging. (Check with District Chair for deadline).

Districts should deliver their 1st Place entry with Green Slips to Department Convention on Thursday by 3:00 p.m. for judging, with a Green Slip attached).

Artistic Creation Categories

- a. Poppy Centerpiece – the red poppy must be the main flower, even though other flowers may be used in the arrangement. A centerpiece should be able to be viewed from any direction.
- b. Poppy Unique Display – the red poppy must be the main flower, even though other flowers may be used. A unique display doesn’t need to be visible from all sides, like a centerpiece.
- c. Poppy Corsage or Wristlet– the red poppy must be the main flower, even though other flowers may be used.

Judging – Originality 25%, Best use of poppy 50%, Overall Appeal 25%

Department Awards

1st Place - Junior/SAL, Senior, Special Needs (Class VII) - \$10.00

UNIT AWARDS: Most Outstanding Unit Poppy Program

What were your Unit’s collective Poppy Program efforts from April 1, 2023 thru March, 2024? Describe what you did with poppies? Did your Unit distribute poppies? Did you acknowledge National Poppy Day? How did your Unit utilize Poppy Funds? Anything unique or different?

Units should send their Poppy Program entry onto their District Chairman by **March 31, 2024**.

Districts should send their 1st Place entry to the Department Chair, Candie Chase by **April 15, 2024**.

Awards

Department: 1st, 2nd & 3rd Place will receive a citation from the Department of Michigan. (1st Place forwarded onto the Central Division Chair).

National Award: Citation Plaque

b. Presented to: One Unit in each Division announced by the National Poppy Committee at the

pre-convention meetings.

c. Materials and Guidelines: Entry must be typewritten in a narrative form not to exceed 1,000 words. The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

POPPY REPORTING

Year-End Reports: Use Auxiliary Reporting Form and add/describe any efforts regarding your Poppy Program. (Too much is better than not enough.) Include how many members, hours, monies raised and how it was spent, etc.

Units compile all your members' volunteer hours, monies raised and spent; and any efforts and award entries applied for, such as Poppy Contests, anything new or different, etc.

Districts compile all your Units information and efforts. Add or copy other information or narratives also. (Too much info is better than not enough). We are reporting Michigan's impact on the Poppy Program Objectives and Goals.

Examples of information needed: Did your Unit order poppies to distribute? How many? How much was raised? How were funds spent? How was the Poppy Story shared, with your Post, school children, or? Did you host a Poppy Poster Contest? Did you get a Proclamation? Did you hold any special fundraisers? Anything special or unique?

Poppy Story Information Resources

WWI Poem: "In Flanders Field" by, Lt. Col. John McCrae.



Books: The Miracle Flower by Moina Michael.



The Poppy Lady by Barbara E. Walsh

Internet: <http://www.greatwar.co.uk/article/remembrance-poppy.htm>

Websites: <https://www.alaforveterans.org/> Sign in and go to Committees, then Mission Outreach Committees, click on Poppy. Under Poppy Day Resources, find more Ideas, Bookmarks, Can Labels, Poppy Coloring Book, etc. In Resources, you can access the ALA Handbook or order it through Flag and Emblem sales. Plus our own website: <https://michalaux.org/>



The Poppy Story

Lt. Col. John McCrae

Canadian soldier, physician, professor & poet

Born-Guelph, Ontario, Canada., Nov. 30, 1872

Died-Wimereux, France, Jan. 28, 1918 (age 45)

Moina Belle Micheal

American professor, patriot, volunteer & activist

Born-Good Hope, GA, U.S.A., Aug. 15, 1869

Died-Athens, GA, U.S.A., May 10, 1944 (age 74)

John McCrae grew up in Guelph, Ontario, Canada. He was born into a well-to-do family. This afforded him a higher education where he went on to become a professor & physician. In his leisure time created sketch art & wrote poetry. The **Poppy Story** begins during World War I. In 1914, Britain declared war on Germany because it attacked the neutral country of Belgium. As a member of the British Empire, Canada was automatically at war. Since John McCrae, was a physician with military experience, he was appointed as a medical officer with the First Brigade of the Canadian Field Artillery. In the trenches, John McCrae tended hundreds of wounded soldiers every day. He was surrounded by the dead and the dying. The day after Canadian friend, Lt. Alex Helmus, was killed, he was inspired to write the poem, "In Flanders Fields." (The poem was written as if the words came from the mouths of the war dead. It was eventually published and became a rallying cry to all who fought WWI.

Moina Michael grew up in Good Hope, Georgia. She had an affluent early life and went on to become a teacher and professor. When America declared war in 1917, (Germany was sinking American ships) Moina took leave and went to New York City to volunteer as an Overseas YMCA War Worker. Some of her own students were going off to war. While working there she had read McCrae's poem "In Flanders Fields," as she had before, but this time it truly moved her. "If ye break faith with us who die We shall not sleep, though poppies grow In Flanders Fields." She immediately wrote a poem in response titled "We Shall Keep the Faith." She received a \$10 donation & decided to buy artificial red poppies. Miss Michael resolved to wear a red silk poppy to honor these brave men and advocated for the poppy to be the symbol to remember and honor all veterans. Later she urged the American Legion & Auxiliary, the VFW & others to make the poppy their symbol of remembrance. After the war, some vets couldn't get their jobs back. When her students returned, she knew they weren't the same physically or mentally. It was Moina's idea to use the poppy as a fundraising tool to help veterans.

The TAL adopted the poppy @ their Cleveland Convention in 1921. The Auxiliary followed. In 1924, the ALA was given total responsibility for poppy production and distribution. The Poppy Program is now one of the oldest and beneficial Auxiliary programs for veterans and has kept the message of McCrae's little poppy alive.



The American Legion Auxiliary Poppy Poster Contest-Teacher Kit

Greetings Educator!

Please consider including our American Legion Auxiliary Poppy Poster Contest as part of your curriculum. It is art, history and patriotism all rolled into one project!

The attached rules may seem lengthy...but basically it is creating a patriotic artwork on an 11 X 14 poster board. It must include 1 or more **red poppies**. It must say **American Legion Auxiliary** and it must have a fitting patriotic or memorial **slogan** (theme) that has 10 or fewer words. (It should not be humorous!) Write in ink on the back of the poster, which Class (I-VII), the student's name, address, age, grade, Auxiliary Unit Name and Department of Michigan.



Previous poster examples

Resources:

The WWI poem, "In Flanders Field" by Lt. Col. John McCrae, soldier, doctor, poet.

Internet: <http://www.greatwar.co.uk/article/remembrance-poppy.htm>

The book, The Poppy Lady, by Barbara E. Walsh. It is about a patriotic teacher & activist from Georgia, Monia Michael, who was instrumental in making the poppy the symbol of remembrance.

Deadline is _____ (It can be turned in earlier, but judging will begin after that date.)

Our Unit is located at _____. Please contact _____
by phone _____ or email _____ with any questions.

Thank You!

How Can Poppy Funds be Used?

1. For the rehabilitation of veterans honorably discharged from the United States Armed Forces since April 6, 1917.
2. For the welfare of the families of veterans of the above-named 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-named period where financial and medical need is evident.
5. For the purpose of poppy kits and supplies used to make symbolic poppies and poppy items that will be distributed for donations to the Poppy Fund.
6. Poppy funds may also be use for a local Veterans Creative Arts Festival, since the purpose of this program is to provide rehabilitation therapy to veterans through various forms of art therapy.
7. Use of Poppy Funds is allowable for care packages only when it is for a welfare need (such as first aid topical treatment or vital hygiene items) as opposed to a comfort need, and not comfort/leisure items (such as baked goods or books).

Scholarships (or funds to aid with higher education) have to be for a veteran or their immediate family member who demonstrates an immediate financial need. For example, if a student meets Poppy Fund eligibility and demonstrates a financial need (e.g. delay in delivery of post 9/11 GI Bill funding impacting their academics), the Unit may decide to use Poppy Funds to assist the student. *When the reference is made to “veterans and their family,” it means immediate family and dependents. Immediate family consists of wife, husband, daughter, and son who live with the veteran. If a grandchild lives with the veteran, that child could be considered immediate family. If the veteran is deceased, then Poppy Funds cannot be used. Other sources, such as, Department Funds, Auxiliary or Legion fundraising projects, or if applicable Auxiliary Emergency Fund. Poppy money cannot be used for a family member who does not live with the veteran.

How Poppy Funds Cannot Be Used

1. Any general operating fund of a Department, Unit or Post.
2. Any community service project that does not strictly benefit the welfare of an individual veteran/military service member or the welfare of his/her family.
3. General maintenance, beautification, or improvement projects of American Legion or Auxiliary facilities, including adding ramp(s) to a Post home.
4. Investments, even those that would bring profit to the Unit or Post.
5. POW/MIA programs.
6. Memberships, including other veteran support organizations such as Gold Star Mothers.
7. Contributions to, or payouts from, the Auxiliary Emergency Fund.
8. ALA Girls State/Girls Nation fees.
9. Flags or flagpoles.
10. Scholarships which do not restrict eligibility solely to military servicemembers or their children, or where financial need is not evident.
11. Mileage, travel, or lodging expenses; registration of conference fees; or costs incurred by a person – including ALA members, volunteers, and staff – to attend any meeting, conference or event, even if is about veterans, military, or any other topic.
12. Attire or uniforms use by volunteers or staff in promoting or conducting ALA program activity or business.