



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Poppy

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** For the most up-to-date contact information, please visit the Poppy Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

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.

Poppy Contest and Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Poppy committee contact information may be found on the Poppy committee page on the national website, www.ALAforVeterans.org.

A. **Poppy Poster Contest**

- Deadlines: 2019-2020 June 1, 2020 and 2020-2021 June 1, 2021
- All department entries must be sent by the department chairman to her national division chairman postmarked by 5 p.m. EST on the deadline listed above.

B. **Little Miss Poppy**

- Deadlines: 2019-2020 July 1, 2020 and 2020-2021 June 1, 2021
- Department Poppy chairman submits the name, address, unit, and department of the contestant to her national division Poppy chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

C. **Unit Award: Most Outstanding Unit Poppy Program (per division)**

- Deadline: June 1, 2021
- Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

D. **Department Award: Best Department Poppy Program (per division)**

- Deadline: June 1, 2021
- Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above



Poppy Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Poppy chairman is required to submit a narrative report by **January 5, 2021** to the division Poppy chairman, plus copy the national Poppy chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Poppy chairman is required to submit a narrative report by **May 15, 2021** to the division Poppy chairman, plus copy the national Poppy chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

The Remembrance Red Poppy began on Saturday, Nov. 9, 1918, as a memorial to those who sacrificed their lives in WWI, after Ms. Moina Belle Michael read a poem written by Lt. Col. McCrae entitled, "We Shall Not Sleep" (later entitled "In Flanders Field") in the November issue of Ladies Home Journal while she was on duty at the 25th Conference of the Overseas YMCA. Ms. Michael's desk was located in a room called GEMOT, a get-together place where servicemen said farewell to family members. She purchased twenty-five poppies and distributed them to the businessmen in New York attending the conference.

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.

For almost 100 years, 100% of the funds raised through the distribution of poppies by American Legion Auxiliary members has exclusively supported active-duty military, veterans and their families. National Poppy Day is celebrated on the Friday before Memorial Day.