



“BUDDY” ® POPPY PROGRAM

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“Simply the Best for Our Veterans” while “Serving America’s Heroes.”

The “Buddy” ® Poppy has been an integral part of the VFW community for 100 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.”***

The Franco-American Children’s League originally distributed poppies 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 nationwide distribution. In February 1924, the VFW registered the name “Buddy” ® Poppy with the U.S. Patent Office.

The VFW was granted all trademark rights in the name of Buddy on May 20, 1924.

No other organization, firm or individual can legally use the name “Buddy” ® Poppy.

Honor the Dead by Helping the Living

These small but mighty memorial flowers have raised millions 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.

We can enforce our dedication to our veterans by distributing “Buddy” ® Poppies within our communities. **Donations** collected are used to aid veterans, service members and their families.

There are three options for the “Buddy” ® Poppy:

1. The traditional artificial flower “Buddy” ® Poppy.
2. The tin-tab “Buddy” ® Poppy. The metal Poppy is great for a collar, hat or suit jacket.
3. Special traditional artificial flower Poppies are available to VFW Posts celebrating their 25th, 50th, 75th and 100th anniversaries. Call Department for more information.

BUDDY POPPY

Where do I get my VFW “Buddy” ® Poppies???

- Mail the completed official form (found on the Department website) and payment to Department of Pennsylvania VFW Headquarters to order poppies.

Department of PA VFW

Attn: Buddy Poppy

4002 Fenton Ave

Harrisburg, PA 17109

Please plan 6-8 weeks in advance of your distribution.

- ***To qualify for ALL-STATE, you must order the minimum required for your Auxiliary. It cannot be combined with your Post for this award.***

Keep in mind that your order provides the following support.

- One (1) cent goes to the VFW National Home
- One (1) cent goes to the VFW National Headquarters Veterans Service Fund
- One and a half (1.5) cents goes to the Department’s Veterans Service Fund

“Buddy” ® Poppy Items “Buddy” ® Poppy apparel, distribution supplies and promotional items can be purchased from the VFW Store.

vfwstore.org

Official National VFW “Buddy” ® Poppy Display Contest

- Takes place annually at National Convention
- Displays are judged in three (3) categories.
- This is an official National VFW Contest.

Contest rules and judging guidelines are available in MALTA Member Resources. This is a VFW contest and the rules cannot change. If you have any questions after reading the rules, please contact Lynn W Rolf III at lrolf@vfw.org.

Find more details about Unofficial “Buddy” ® Poppy Display Contest and Awards in MALTA.

NATIONAL “BUDDY”® POPPY AWARD

1. Most outstanding activity and/or event with their VFW Post to educate their community about the VFW “Buddy”® Poppy from July 1, 2026 to March 31, 2027.
 - Entry form (required) available at vfwauxpa.org and MUST be turned into your Department Chairman by March 31, 2027 for judging.
 - Click on Programs drop down menu– Buddy Poppy– National Awards Forms.
- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions for outstanding activity and/or event with their VFW Post to educate their community about the VFW “Buddy”® Poppy.
- Citations will be mailed directly to the winning VFW Auxiliaries from VFW Auxiliary National Headquarters and money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

DEPARTMENT “BUDDY”® POPPY AWARDS

1. Citation to the Auxiliary in each membership division who has the best promotion of the Buddy”® Poppy through distribution and education within their Post or Community.
(Must submit a description and/or photos to the Department Chairman.)
2. Citation to the Auxiliary in each membership division that hosted or co-hosted with their Post, the most Buddy”® Poppy distribution drives within the Post or community.
3. Citation to the first, second, and third place winners in each category for the VFW Buddy”® Poppy display contest at Department Convention
(Rules and Guidelines can be found on MALTA Resources.)

#vfwbuddypoppy

