

# BUDDY POPPY PROGRAM

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## THE BUDDY POPPY

The Buddy Poppy, unlike the California State Flower, is red. Since 1915 then during WWI, the red poppy has grown wild on the battlefields of France, Belgium and the Turkish battlefields on the peninsula of Gallipoli. In November of 1919, Miss Monia Belle Michael, an American Women, on duty at the YMCA Overseas War Secretaries' Headquarters in New York, read Canadian Army, Lieutenant Colonel John McCrae's poem entitled "**In Flanders Field**", also known as "**We Shall Not Sleep**". On that day she vowed always to wear a red poppy of Flanders Field as a sign of remembrance. Also on that day Monia wrote a poem entitled, "**We Shall Keep the Faith**". Since 1920 the red Memorial Poppy has been known as the United States' National Emblem of Remembrance.

From 1919 until 1922 the red poppy was used by many countries as a fundraiser for veterans. In 1923 The Veterans of Foreign Wars agreed that American Veterans of the Great War could also benefit from making and selling the red Memorial Poppy. In February 1924, the name "BUDDY POPPY" was registered as a U.S. Patent. In May 1924 a certificate was issued to grant trademark rights to the Veterans of Foreign Wars for the manufacture of genuine "Buddy Poppies". Since that time, members of the Veterans of Foreign Wars have distributed Buddy Poppies, usually on Armistice Day, now known as Memorial Day in May and on Veterans Day in November.

### IN FLANDERS FIELDS

*In Flanders fields the poppies blow  
between the crosses, row on row,  
that mark our place; and in the sky  
the larks, still bravely singing, fly  
scarce heard amid the guns below.*

*We are the Dead. Short days ago  
we lived, felt dawn, saw sunset glow,  
Loved and were loved, and now we lie  
In Flanders fields.*

*Take up our quarrel with the foe:  
To you from failing hands we throw  
the torch; be yours to hold it high.  
If ye break faith with us who die  
we shall not sleep, though poppies grow  
In Flanders fields.*

### WE SHALL KEEP THE FAITH

*Oh! You who sleep in Flanders Fields,  
Sleep sweet - to rise anew!  
We caught the torch you threw  
and holding high, we keep the Faith  
with All who died.*

*We cherish, too, the poppy red  
that grows on fields where valor led;  
it seems to signal to the skies  
that blood of heroes never dies,  
but lends a luster to the red  
of the flower that blooms above the dead  
In Flanders Fields.*

*And now the Torch and Poppy Red  
we wear in honor of our dead.  
Fear not that ye have died for naught;  
we'll teach the lesson that ye wrought  
In Flanders Fields.  
In Flanders Fields we fought*

## **ORDERING BUDDY POPPIES**

- Buddy Poppy orders are made through the Department of California using the Buddy Poppy Order Form (form 3a). Please allow 4 to 6 weeks for delivery. Be advised that Buddy Poppy facilities are closed beginning mid-November through December. Be sure that you allow sufficient lead time for your order.
- Other Poppy supplies such as cans and boards need to be ordered directly from the National Headquarters Emblem and Supply Department.
- All orders purchased May 1, 2017 through April 30, 2018 shall be credited to the 2017-2018 operational year.
- Buddy Poppies are packaged in increments of 500, 1000, or 2000. Orders for amounts other than the packaged amount will be shipped in the next higher increment and invoiced accordingly.
- All orders for Buddy Poppies must have a street address for delivery. All orders are shipped via UPS, and UPS will not deliver to a Post Office Box.
- Auxiliaries – Use Form 3a.

## **BUDDY POPPY PURCHASING GOAL**

Proceeds from the purchase of Buddy Poppies go to the Service Fund, a fund that supports our Veterans and active duty military members.

This year's expected goal is for each Post to purchase ten (10) poppies per member, based upon the Post membership as of June 30, 2017. Because poppies are packaged at the factory in lots of 500, 1000, and 2000 for cost effective shipping, it is incumbent upon Post Commanders/Quartermasters to round their order to the closest increment of 500.

## **HOW TO REPORT**

Posts will receive credit for purchasing Buddy Poppies when your purchase form 3a is received and processed by Department Headquarters.