VETERANS OF FOREIGN WARS OF THE UNITED STATES DEPARTMENT OF FLORIDA HEADQUARTERS



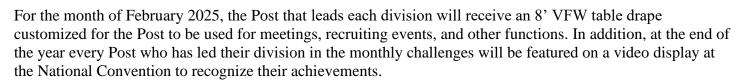
BULLETIN

OCALA, FLORIDA

February, 2025

"When in Command, Command"

Membership



Keep it up and we will show everyone how NO ONE DOES MORE FOR VETERANS!

This contest will run from Feb. 1, 2025, through Feb. 28, 2025. Applications and payments processed online before close of business will be credited that day, payments and applications made through the mail will be processed when received. Questions about this or other membership programs can be sent to membership@vfw.org.

EARLY BIRD AWARD:

Congratulations to the following Posts who led their membership division as of Dec. 31, 2024. They will be awarded a five-night hotel stay at the Washington Conference, March 2 -6, 2025.

Division	Department	Post	Division	Department	Post
1	Pacific Areas	2485	6	Wisconsin	11038
1	Pacific Areas	8180	6	Maryland	5246
2	Maryland	2632	7	Louisiana	7017
2	Montana	1087	8	Missouri	7822
3	Texas	9174	9	Pennsylvania	6555
3	Oklahoma	577	9	California	1932
4	Louisiana	9822	10	California	10965
4	Texas	2059	10	Tennessee	6908
5	Texas	12209	11	Washington	12228
5	Virginia	12202	11	Pacific Areas	12231

MEMBERSHIP RESOURCES:

Do you want to help your Post meet your membership goals? Log into vfw.org and go to <u>https://www.vfw.org/my-vfw/vfw-training-and-support/membership-recruiting-and-retention</u> where you can view training videos, download recruiting materials and posters, and gain access to all the tools you need in order to help recruit, retain, and mentor your members!

As a reminder, every month we will award points to our Posts as follows:

- Recruit a new Annual Member into the Post: 1 point
- An Annual or Lapsed Member converts to Life: 5 points
- Recruit a new Life Member into the Post: 10 points

MEMBERSHIP REQUIREMENTS

As the membership year has begun, keep in mind the membership requirements set out by the Commander-in-Chief:

- Achieve 102% in Membership
- For everyone to recruit at least one new member and then mentor that member.
- Increase membership drives and/or events.
- Develop new Posts and/or revitalize existing Posts.
- Increase Life Membership and Legacy Life Membership.

NATIONAL MEMBERSHIP MATERIAL ORDER FORM

As you get started in the new membership year, we have made it easier for you to get all the recruiting brochures you will need to make this membership year successful! It is as easy as one two three!

1. Go to vfw.org and click the login link in the upper right corner. Sign in when prompted.

2. Under "Membership Quick Links," select Membership Online Order Form.

3. Use the dropdown list to indicate items you need. The form will automatically calculate the cost of items and shipping. When finished, click SUBMIT and it will take you to a billing page if there are any charges.

Follow these simple steps and if you have any questions, you may contact the Membership department at 1.888.564.6839 or email us at membership@vfw.org.

UPCOMING TRAINING

Our next Membership Monday training webinar will be on Feb.10, at 2:00 PM, CDT, Topic: "Life and Legacy-Building the Future". We will cover how to contact your members when their dues are coming up for renewal, best practices for recovering lapsed members, and the importance of converting them to Life Membership. Follow us on Facebook at <u>http://www.facebook.com/VFWMembership</u> to learn how to attend this online training.

LEGACY LIFE MEMBERSHIP

CHECK OUT OUR LEGACY LIFE VIDEO! Go to <u>vfw.org</u>, click on JOIN, and scroll down to Legacy Life Membership and then click on the video on the right. This prestigious program is available to all Life Members and is now available in memoriam for past Life Members. There are three levels of membership; each offer their own package of exclusive member benefits. Financial contributions to the Legacy Life member program are tax deductible to the maximum extent allowed by law.

<u>Enrollment Cost:</u>		<u>Annual Payouts:</u>			
Levels		Posts	Departments	National	
Gold-	\$1,200.00	\$18.00	\$18.00	\$18.00	
Silver-	\$800.00	\$12.00	\$12.00	\$12.00	
Bronze-	\$400.00	\$6.00	\$6.00	\$6.00	

What will your Legacy be?

VFW Foundation

The VFW Foundation welcomes our new Executive Director, Hal Roesch II. Hal has an intricate knowledge of the VFW as after joining the organization in 1991, he served at the Post, District and Department levels before becoming the 112th VFW Commander-in-Chief in 2020-21. Additionally, as a 20-year United States Air Force retiree, Hal personally understands the needs of America's service personnel, veterans, and military families. We are confident that his leadership will be instrumental to the fulfillment of our mission as we enter a new phase of fundraising and program outreach.

On Jan. 13, 2025, Sport Clips Haircuts presented a check to the VFW Foundation for \$1.33 million toward <u>Help A Hero Scholarships for veterans</u>, the largest veterans' scholarship program of its kind. The donation presentation was held at VFW Post 1 in downtown Denver where free haircuts for local veterans were part of the event. The application period for fall 2025 Help A Hero Scholarships is open now through April 30 to receive up to \$5,000 of assistance per semester, per family for service members and veterans in the rank of E-5 and below. To find out more, visit your local Sport Clips, <u>SportClips.com/hero</u> or <u>vfw.org/Scholarship</u>.

Contact: VFW Director of Donor Relations Richard Freiburghouse, <u>RFreiburghouse@vfw.org</u>.

VFW National Convention

VFW NATIONAL CONVENTION HOUSING – 126th National Convention housing will officially open March 18, 2025. Housing reservation information will be located on the convention website accessed through the main VFW website at vfw.org/convention. The convention website will also have general convention information including the registration form and links to other convention related information for Columbus, OH – Aug. 9-13, including a tentative agenda.

CONVENTION REGISTRATION – Section 222 of the Manual of Procedure states each Post will pay, in advance, a National Convention registration fee of twenty-five dollars (\$25) which shall entitle the Post to a packet of convention information and materials, and one identified registered delegate for the VFW National Convention. Each additional delegate attending the National Convention will pay a ten-dollar (\$10) delegate fee provided the Post has paid the mandated \$25 advance registration fee. All advance registrations should be mailed to the VFW National Headquarters, 406 W. 34th Street, Kansas City, MO 64111. **ATTN:** Convention Registration, Quartermasters are strongly encouraged to register delegates utilizing the on-line membership system (OMS).

Development

As we near the season of giving, here is some helpful information about why the support of every VFW member is vitally important. VFW's life-changing programs are not possible through membership dues alone. In fact, **membership dues alone cover just 18% of the cost of programs**. As a nonprofit organization, the

VFW relies heavily on the generosity of its members and patriotic supporters. When members donate, 100% of their net donation goes directly back to support their Department. *Please spread the word and give as generously as you are able.*

2025 VFW National Veterans Service (NVS) Annual Campaign Kick Off – The 2025 NVS Annual Campaign Kick Off is underway, and we urgently need your support to make a meaningful impact on the lives of America's veterans. This campaign is crucial for assisting veterans from all generations, particularly those returning from the wars in Iraq and Afghanistan, in accessing the benefits they rightfully deserve. Your donation ensures the VFW's national force of highly trained and accredited service officers is at the ready to help America's veterans navigate the complicated VA system.

As a token of our appreciation, enclosed in this package, you will find the 2025 Petition to Congress and an "American Hero" Memorial Day Ribbon Card. We urge you to add your signature to the petition and card before returning them to us. The collected petitions will be delivered to Congress, sending a powerful message that any proposed cuts to veterans' benefits are unacceptable to those who have proudly worn the uniform. The signed cards will be distributed to hospitalized veterans and service members, bringing them a heartfelt reminder in time for Memorial Day. Some members will receive the 2025 "Help Our Heroes" Member Survey to fill out and return. Your valuable input, gathered through this survey, will play a crucial role in shaping our ongoing efforts to support veterans.

2025 Label and Certificate of Appreciation – This January, anticipate the arrival of the 2025 Label and Certificate of Appreciation from the VFW. Alongside these tokens of gratitude, you will find a special Memorial Day "American Hero" Ribbon Card.

We kindly request you to sign and promptly return the card, as your participation holds the power to bring warmth and solace to our fellow service members and hospitalized veterans this Memorial Day. The act of receiving a Thank You card from a fellow veteran resonates deeply with those who have served.

Your gesture demonstrates that they are remembered and cared for by their comrades, providing a meaningful connection during a time of reflection. In honor of your fellow veterans navigating the long road to recovery from battle injuries, we invite you to make a donation. Your generosity directly contributes to the strength and availability of programs that provide crucial support for veterans across your Department.

Your 2024 Year-End Tax Receipt Is On Its Way! – Late January we will be mailing the 2024 Year-End Tax Receipts to VFW members who have requested to receive one at the end of the year.

How to Keep Control of Your Estate – Planning for the future means taking action now. Once you have created a will that aligns with your values, there are two important steps to take. First, update your will on a regular basis so that any life changes and current wishes are reflected. Next, share your estate plan with your loved ones, including charitable giving to organizations like the VFW. Learn more about why these steps matter: <u>https://vfw.planmylegacy.org/keep-control-of-your-estate</u>. The VFW Planned Giving Office is here to help you at 816.968.1119 or <u>plannedgiving@vfw.org</u>.

Have You Heard About the VFW's Partners in Patriotism? – Adjutant General Dan West would like you to join him in supporting the VFW's life-changing programs for veterans, service members and their families. The VFW has an option that allows you to support VFW programs on a monthly, quarterly, or yearly basis, which helps reduce expenses and eliminates the amount of fundraising mail you receive. It is called Partners in Patriotism. As a member of Partners in Patriotism, you choose a set dollar amount for your donation (minimum amount of \$10) that is either charged to your credit card or set up as an Electronic Funds Transfer (EFT) from your bank account. Once you join Partners in Patriotism, you will only receive the Quarterly Supporter newsletters to keep you informed of the many efforts your monthly gifts are making possible and a Year-End

Tax Receipt mailed by the end of January. If you are interested in joining Partners in Patriotism, you may contact Donor Services in the VFW Development Department toll-free at 1.833.VFW.GIVE (1.833.839.4483) or email us at <u>partners@vfw.org</u> with "Partners in Patriotism Application" in the subject line.

VFW Friends of Freedom – If you are not already a member of the VFW's online community, please visit <u>vfw.org</u> and look for the gold banner that says **"Find Out What's Happening"** to sign up. As a member of the VFW's Friends of Freedom, you will receive special emails with breaking VFW news, legislative alerts, and unique opportunities to help the VFW in assisting our nation's veterans, service members and their families. You may also visit <u>vfw.org/VFWatWork</u> and click on **"Read VFW success stories"** to learn how the VFW is fighting for veterans' rights, assisting veterans in need, educating our youth and aiding military families across the nation. Check back often to see newly posted stories!

Department Resources – We encourage all VFW Departments to actively support the VFW Department Fundraising Programs. The success of these initiatives rely on the participation and backing of your department's members. Promotional materials can be accessed by visiting <u>heroes.vfw.org/VFWTools</u>.

Marketing Communications

Have you downloaded the VFW Events app in the <u>Apple App Store</u> or the <u>Google Play Store</u>? Be on the lookout for the latest version featuring the 2025 Washington Conference which will be live in the next couple of weeks.

Stay up to date with all of the action throughout the conference by following #VFWDC2025 on <u>Facebook</u>, <u>Twitter</u> and <u>Instagram</u>.

Not able to join us in D.C.? Watch the livestream of the Parade of Winners Monday, March 3 at 6 p.m. EST and the livestream of the Chief's testimony on March 4, all at <u>vfw.org/VFWDC2025</u>.

Veterans & Military Support Programs

2025 VFW Day of Service

Make your state stand out! We are kicking off 2025 VFW Day of Service, a nationwide community service effort, and we are counting on you to help make this year bigger and better. Please visit <u>https://todaysvfw.org/vfw-day-of-service/</u> to learn more, check out helpful tools and resources—and most importantly — sign up!

Day of Service events should be scheduled during the month of May 2025 and Dashboard credit for "Day of Service Participation" will not be applied until after May 2025. If you have any questions, comments, or concerns, please contact Mark Herron at <u>mherron@vfw.org</u>.

Military Assistance Program (MAP) Grant Funds

Be advised that the VFW MAP Grant is now closed for the 2024-2025 program year. The 2024-2025 MAP Grant funds have been depleted. Any events held after the closure of the MAP grant will not be reimbursed with the 2025-2026 funds.

VFW's "Sport Clips Help A Hero Scholarship"

The **2025 Fall Semester** opened Jan. 1, 2025, and will close Apr. 30, 2025. The application will be available online only at <u>vfw.org/Scholarship</u>.

All American Eligibility

To qualify for **All-American**, a minimum donation of \$125 must be donated to **VMS** by **June 30**, 2025. VMS donations will only be handled through the Dashboard. All Posts must click on the "**VMS Donation**" tab on the **Dashboard** to donate. The link will point them to OMS. Please do not send checks to the National Headquarters. If a Post does not use a credit card, the Post will send their donation to their Department HQs and the Department HQs will submit the donation for their Post. Credit will automatically update on the Dashboard daily. Overseas Departments will donate to the other programs through the link also in lieu of participation. This will automatically update daily.

When you make your **\$125.00** or more donation, all that needs to be entered into the box is 125 or more. The **\$** and **.00** are **not required** in the donation amount box.

Do not use the red donate link in the upper right-hand corner of this webpage. This is for general donation purposes only.

VMS Lapel Pin Payment

If your VFW Department headquarters ordered and received the 2024-25 VMS Lapel Pins, please pay for them as soon as possible. You may utilize the "VMS Donation" link on the upper right-hand corner of the **Dashboard**.

VFW Programs

DISPLAYING MILITARY SERVICE SYMBOLS. Military service flags, insignias, etc. should be displayed in the following order (left to right as you face the flags): Army, Marine Corps, Navy, Air Force, Space Force and then Coast Guard. For military flags, go to <u>vfwstore.org/searchresults?q=MilitaryFlag</u>.

VFW 125TH ANNIVERSARY COMMEMORATIVE POST PROGRAM SIGN UP. We encourage as many of our VFW posts to get signed up to become a 125th Anniversary community service Post. To date, we have 89. Please help us spread the word. Our birthday was a couple of days ago, but our celebration will last the rest of the year and conclude at the National Convention in Columbus.

The VFW National Commander invites all VFW Posts to be the catalyst to get their communities involved in commemorating the contributions of all veterans and their family members to our country during the VFW 125th Anniversary year. In addition, it is hoped you will encourage your community to study the history of this era to help ensure a safer and better tomorrow.

Have our posts click this link <u>https://vfw125.org/get-involved/</u> and click on the **red** Accept Invitation icon for further information.

PROGRAMS DASHBOARD TOOL. (NOTE: Previously ALL-AMERICAN DASHBOARD) Please

encourage Posts to read the 2024-25 Membership program. Military Assistance Program grants have been launched to show Departments and Posts how much in grant assistance has been received from National HQs to supplement the Unmet Needs financial grants & VFW Sport Clips Help a Hero Scholarship statistics. The information charts reside in the KPI tools section.

SMART/MAHER VFW NATIONAL CITIZENSHIP EDUCATION TEACHER AWARD PROGRAM DEADLINE REMINDER. Nominations for this award and the judging at Post, District and Department level, if applicable, should be completed. After Department judging, each Department could have selected one candidate from each category and submitted their winners to VFW National Headquarters by Feb. 1. The Department Teacher winners that are received at National Headquarters will be entered in the National judging and receive a VFW National citation for both the winning teacher and their school.

NOTE: The VFW National Programs Department requires the Department Headquarters to submit their winners via Formstack, using the link the Department Adjutants/Quartermasters recently received. For each Department winner, they will need to complete a "VFW Department Teacher Award Citation Request Form" located on Formstack, then download the winners' entry documentation. Once they hit submit, it will arrive at National Headquarters. If you have questions regarding any of the above, please email <u>theauchamp@vfw.org</u> or call 816.756.3390 and ask for extension 6287.

VFW NATIONAL PUBLIC SERVANT AWARDS. Judging at all levels should have been completed at this time or the near future. Once completed, VFW Departments may submit their five winning nominees, if available, (one for each career area) to the VFW Programs office, by completing the "VFW Department Public Servant Award Request Form" through Formstack. VFW Programs staff has emailed the form link to Department Adjutants/Quartermasters prior to the deadline of Feb. 1.

Each Department will receive their requested awards and should contact their recipients to arrange a presentation. Department Commanders may present the awards at their Department Convention, but are encouraged to also present the award in front of the recipient's peers at a professional association event, city council meeting, etc. The purpose of the second venue is to expose these VFW awards to the public and especially other law enforcement personnel, firefighters, EMTs, dispatchers and EODTs personnel, many of whom are veterans eligible for VFW membership. Order plaques and citations for public servants from the VFW Store vfwstore.org/searchresults?q=public%20servant.

NOTE: Remember, the First Responder Medal is available through the VFW Store. To review this item, please click on the following link: <u>vfwstore.org/products/32134.</u>

VOICE OF DEMOCRACY AND PATRIOT'S PEN NATIONAL AWARDS. Every Voice of Democracy and Patriot's Pen first place Department winner will receive a National scholarship or award. The amount for the Voice of Democracy National Awards now totals \$174,500, with the top three awards being raised to \$35,000, \$21,000, and \$15,000. The Patriot's Pen National Awards total is \$55,000.

PLEASE REVIEW UPDATE ON O.C.S.P. PROGRAM. VFW National Programs has updated Outstanding Community Service Post award programs starting this program year. Please share this with your Community Service Chairpersons.

OUTSTANDING NATIONAL COMMUNITY SERVICE AWARD. Each year on July 1, the national Programs office will determine the top community service Posts in each conference, based off their community service reporting and total impact, from July 1 to June 30 the previous year. Your community service total impact is figured by the money spent to host and organize the community service event, plus total hours all volunteers participated, plus the mileage for all volunteers (Dollars Donated + Hours + Mileage = Total Impact).

These four Posts will be awarded the Award for Community Service and will be invited to attend the VFW National Convention. The Post Commander (or designated representative) and a guest will receive round-trip airfare, hotel accommodations for five nights, and a \$599 stipend to receive the award at the VFW National Convention.

NATIONAL COMMUNITY SERVICE POST OF THE YEAR. Each Department will have an NCSP winner based on total impact also. National will select based on end of year reports on July 1. Winners will also be published in the Convention program booklet and receive a street sign identifying this national award for the Post to put up in their community.

"UPDATED" POW/MIA FLAG -- OFFICIAL DISPLAY DAYS. Under previous Public Law 105-85 (Nov. 16, 1997), it indicated there were only six days that federal agencies, military installations and U.S. post offices were required to display the POW/MIA flag. Now under new law, Public Law 116-67 (Nov. 7, 2019), it is required that the POW/MIA flag, on certain federal properties, be flown on all days on which the flag of the United States is displayed. To purchase a POW/MIA flag, go to <u>vfwstore.org/products/GP237</u>.

IRS AND VFW AWARD MONIES. The Internal Revenue Service (IRS) requires that any recipient that receives more than a \$599 award should receive a Form 1099 identifying the proceeds as taxable. This will include the VFW programs Patriot's Pen and Smart/Maher VFW National Citizenship Education Teacher Award.

VFW Member Benefits

Think about all your monthly expenses: rent or a home mortgage, utilities, car payments, groceries, loans, kids' tuition, Netflix, etc. It's hard to just make ends meet as it is, and it feels like some of these expenses never end. However, have you ever asked yourself "Would my family be able to cover these costs if something were to happen to me?"

You can help protect your loved ones by looking into all the life plans available in the insurance market. Each product is meant to protect you and your family through all stages of your life. Whether you're still employed or living in your retirement, you are guaranteed acceptance until age 75.

For additional information about your Life Insurance Plan options <u>click here</u> or call 1.877.850.0183.

"BUDDY"® POPPY CAMPAIGN. Although we emphasize Buddy Poppies on Veterans Day and Memorial Day, it is important to realize that the distribution of Buddy Poppies should be a year-round exercise. Each time a Post participates in an activity where the public will be present, Buddy Poppies should be present as a fundraising tool and simply to recognize our fallen comrades. Where the VFW appears, Buddy Poppies should be a constant reminder that we will never forget those who have perished in the name of liberty. Just as "They Gave, Will You?" is a year-round thing, so should the distribution of VFW Buddy Poppies.

Remember that your poppies should be ordered a minimum of three (3) weeks in advance of your distribution date.

BUDDY POPPY POLICY AND PROCEDURES:

- 1) Departments must order poppies through OMS.
- 2) All claims of non-receipt of a Buddy Poppy order must be made within 60 days of the date of the order or will NOT be replaced free of charge.
- 3) All orders for the traditional Buddy Poppy, Anniversary Poppies or tin tab poppies must be placed through your Department Headquarters. Auxiliaries must go through their Post to order all poppies.
- 4) The tin tabs do count towards the Buddy Poppy requirement for the All-American program.
- 5) If you do not receive your order within four weeks of placing it with your department, please contact your Department Headquarters to report you have not received your order.
- 6) All poppies are shipped within 10 days of ordering except orders placed in June and July, due to preparation for National Convention, please allow an additional five business days.

Miscellaneous items (coin cans, buttons, posters, etc.) should be ordered directly from the VFW Store at <u>vfwstore.org/category/programs/buddypoppy</u> or by calling Member Service Center at 1.833.839.8387.

The Manual of Procedure provides that Post relief funds may be used for programs such as Voice of Democracy, Patriot's Pen, Citizenship Education, and Community Service as long as suggestions in the chairperson's guidebooks are used as an example of promoting these programs.

Posts are further reminded that Section 711 of the Manual of Procedure provides that non-profit organizations, exempt from taxes under Section 501(a) of the Internal Revenue Code, may assist with the distribution of Buddy Poppies, provided there shall be no division of proceeds. A donation to these groups may be made from the Post general fund.

VFW ANNIVERSARY BUDDY POPPIES. Special poppies are available to Posts celebrating their 25th, 50th, 75th and 100th anniversaries. The poppies are the same design as traditional poppies but come in silver for the 25th anniversary Post, gold for the 50th anniversary Post and diamond (iridescent white) for the 75th anniversary Post. Posts currently in their 100th anniversary year can order any color and as many as they need. If not in your 100th anniversary year, please limit your order of anniversary poppies to 1,000 to ensure stock does not run out. These are ordered through the Department in OMS and processed the same as red poppies and should be distributed and used in displays just like the red poppies.

Currently we have no plans to replenish inventory of Anniversary poppies due to increased cost and the small quantities we sell of Anniversary Poppies. Based on the past four years' sales, we have sufficient inventory for the next 1.1 years of the Gold, 1.2 years of Diamond and 14 years of the Silver.

National Veterans Service

ACCREDITED SERVICE OFFICER PROFICIENCY TRAINING, ANNAPOLIS, MD

National Veterans Service will conduct a hybrid training conference for VFW accredited representatives April 27-30, 2025, at the DoubleTree Annapolis Hotel in Annapolis, MD. This hybrid course will include in-person instruction that will be live-streamed simultaneously via electronic media to those who are unable to attend in person. Formal notification to students required to participate in these conferences will soon be sent out. Please address questions relating to accredited service officer training to Keith Garrison, Assistant Director, Training, NVS, at kgarrison@vfw.org.

CHANGE IN VA WEBSITES AND APPS SIGN-IN

After **Jan. 31, 2025**, you will need to sign in to your VA websites and apps with your DS Logon, Login.gov or ID.me. The MyHealtheVet userID and password will no longer be an option after Jan. 31, 2025.

If you don't have a Login.gov (https://login.gov) or ID.me (https://id.me) account, you can find out how to create an account at https://www.va.gov/initiatives/prepare-for-vas-secure-sign-in-changes/ or you can scan this QR code with your phone camera.



National Legislative Service/Action Corps

VFW 2025 Priority Goals

The 119th Congress is now in session. Fortunately, the *Senator Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act* was passed and signed into law in the final days of the previous Congress. This bipartisan, bicameral legislative package was a significant and long overdue victory for transitioning service members, veterans, caretakers, and survivors.

However, there was much unfinished work on other important legislation. The <u>VFW 2025 Priority Goals</u> include many issues that still need to be addressed. We will continue to advocate diligently to ensure the newly seated Congress provides the resources and care our nation's veterans and their families have earned and deserve.

Roll Call of Departed Comrades

PERRINO, EUGENE, L., SR., All American Department Quartermaster 2016, 2021 and 2023, Department Adjutant 2015-2025, Department Quartermaster, 2014-2025, and a Gold Legacy Life Member of Harry F. Nesbitt Post No. 10087, Beverly Hills, Florida, January 26, 2025.