

**AMERICAN LEGION AUXILIARY  
NEWPORT HARBOR UNIT 291**

**JOB DESCRIPTION: POPPY**  
(Updated 1/15/25)

**Position:** Chairman

**Purpose:** To remember the sacrifices of our Veteran's through the sale of Poppies.

**Duties and Responsibilities:**

1. Attend General Membership meetings.
2. At the start of the term, monitor the Department website for information and to review monthly bulletins. [Calegionaux.org](http://Calegionaux.org)
3. Attend and encourage other members to attend local workshops presented by District or Department
4. Encourage and participate in the ALA Academy
  - a) Auxiliary members of all ages and levels in the organization can learn new skills and ways to serve through ALA Academy and ALA Academy Live – all of which are free. In addition to the self-paced courses on ALA Academy, you can now access recordings from previous ALA Academy Live webinars at [www.ALAforVeterans.org/ALA-Academy](http://www.ALAforVeterans.org/ALA-Academy). You will need to login to access the recordings.
5. Familiarize yourself with all aspects of the organization by reading the Unit Handbook.
6. Annual ALA obligations: poppy (optional)
7. Order poppies in September
8. Select a Miss Poppy
9. Attend Memorial Day Ceremony with Miss Poppy
10. Send mailing
11. Put remembrance cards in the Post 291 bar area

Reference the Auxiliary Bylaws and Standing Rules. Note, these sections as they refer to the **Position**:

Bylaws:

**ARTICLE IV- UNIT OFFICERS**

**SECTION 9.** The Treasurer shall be custodian of all Unit funds, and shall keep an itemized account of all receipts and expenditures. The treasurer shall sign with the President all orders on the treasury that are authorized by the Unit. The treasurer shall keep all **poppy** proceeds separate from the general funds in an account known as the Welfare Fund. It shall be the treasurer's responsibility to see that these funds are exclusively used for the welfare of veterans and their families and that no expense other than Veterans Affairs and Rehabilitation, Children and Youth, and Education shall be drawn from the Welfare Fund. (2019)

Standing Rules:  
Nothing found

**Unit Guide Book 2024** (page 68)

## **CHAPTER 10: UNIT COMMITTEES/PROGRAMS OF THE AMERICAN LEGION AUXILIARY**

The National Organization has the following national committees: Americanism, Auxiliary Emergency Fund, Children & Youth, Constitution & Bylaws, Community Service, Education, Finance, ALA Girls Nation, Junior Activities, Leadership, Legislative, Membership, National Security, Poppy, Public Relations, Risk & Compliance, and Veterans Affairs & Rehabilitation. Although there are no longer national history and past president's parley committees, and the national Audit Committee has been renamed Risk & Compliance, units may continue to have such committees. Although departments usually follow the national plan, units are not required to have all committees.

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### **POPPY**

The national Poppy Committee educates our membership and the public concerning the poppy's significance and the financial benefit for veterans, servicemembers, and their families through its distribution.

Poppy distribution is an important part of the American Legion Auxiliary mission and tradition. Dress in attire branded with the American Legion Auxiliary emblem, wear your best smile, and be prepared to answer questions about the poppy and how poppy funds are used.

History of the poppy and the American Legion Auxiliary:

- In the spring of 1919, amidst complete devastation, poppies bloomed in abundance on the battlefields of France where so many men had fallen in battle. A replica of this poppy has become the memorial flower of The American Legion Family.
- The American Legion was the first national organization to adopt the poppy as its memorial flower, having taken this action at the National Convention in Cleveland, September 27-29, 1920.
- The American Legion Auxiliary adopted the poppy as its memorial flower at its organizing convention held in Kansas City in October 1921.
- When the American Legion Auxiliary adopted the poppy, it pledged 100 percent of profits from poppy distribution to welfare relief for servicemembers and their families, thus fulfilling the true meaning of the poppy: an emblem of faith, faith which is being kept with all who died through service to the living.

- To protect the memorial poppy from the inroads of commercialism, the American Legion Auxiliary adopted a national poppy program at the St. Paul Convention in 1924.
- Through the American Legion Auxiliary poppy program, hundreds of thousands of dollars are paid annually to needy and disabled servicemembers for making poppies.
- Proceeds from the distribution of millions of poppies annually under the guidance of the American Legion Auxiliary amount to millions of dollars. The method of distribution varies in each department, depending upon the nature of demands for help.

### ***Uses of the Poppy Fund***

How Poppy funds CAN be used

- For the rehabilitation of veterans honorably discharged from the United States Armed Forces after April 6, 1917
- For the welfare of the families of veterans of the above-named period  
For the rehabilitation of hospitalized military service personnel returning home and awaiting discharge who require treatment in service hospitals
- 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 clear
- For poppy kits and supplies used to make symbolic poppies and poppy items that will be distributed for donations to the Poppy Fund

How Poppy funds CANNOT be used

- Any general operating fund of a department, unit, or post
- Any community service project that does not directly benefit the welfare of an individual veteran/military servicemember or the welfare of his/her family
- General maintenance, enhancement or improvement projects of American Legion or Auxiliary facilities, including adding ramp(s) to a post home
- Investments, even those that would bring profit to the unit or post
- POW/MIA programs
- Memberships, including other veteran support organizations such as Gold Star Mothers
- Contributions to, or payouts from, the Auxiliary Emergency Fund
- ALA Girls State/ALA Girls Nation fees
- Flags or flagpoles
- Scholarships which do not restrict eligibility solely to military servicemembers or their children, or where the financial need is not clear
- 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 about veterans

- Attire or uniforms used by volunteers or staff in promoting or conducting ALA program activity or business

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 comfort needs, such as leisure items like baked goods or books.

### ***National Poppy Day®***

Congress designated the Friday before Memorial Day as National Poppy Day. Units should plan accordingly to distribute poppies and share the poppy story in their communities. Remember: Anyone can take part in National Poppy Day. Here are a few simple ways:

- Wear a red poppy all day and tell everyone why.
- Distribute poppies to friends, coworkers, and family and tell everyone why.
- Collect donations at your workplace to give to the ALA Poppy Program.
- Tell the story on social media of who you are wearing your poppy to remember or support on National Poppy Day.
- Accept a poppy and donate if you see a member of

The American Legion Family in your neighborhood distributing poppies.

The public is given an opportunity each year to help in the significant work of The American Legion and the American Legion Auxiliary, as well as an opportunity to pay tribute to all who died in service, by wearing a poppy on National Poppy Day.

The ALA Poppy Program Guide is a particularly useful tool having answers to frequently asked questions about the American Legion Auxiliary poppy program. It is available as a free download from the national website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or for purchase through American Legion Flag & Emblem Sales at [www.emblem.legion.org](http://www.emblem.legion.org).

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[www.Facebook.com/groups/ALAPoppy](http://www.Facebook.com/groups/ALAPoppy)