



VFW NATIONAL HOME

Hello Arizona! What a great Fall Conference. Thanks to all Chairmen for your dedication to the VFW and Auxiliary programs. As I listened to the presentations, I realized how the VFW National Home embodies our program missions. The Home promotes Americanism in their activities and Flags in front of all Homes, and it is founded on the support of the Buddy Poppy financially and by Honoring the Dead by Helping the Living. By keeping our Auxiliaries healthy to aid the Home, Extension and Revitalization helps. The National Home has a strong Media and website presence in which it shares current and past History. In the past, an Auxiliary supported Hospital was on campus. Legislative members are frequent guests for speaking and information gathering. Scholarships are available to enhance the education of residents. Veteran and Family Support is a key component of the goal-oriented program. Every family is evaluated for eligibility and is valued as a Member (Membership). Youth are a priority focus with activities, day care, 4-H, the Buddy Poppy Child, and numerous holidays and special events. The all-around goal, To Build Strong Families, is truly covered in our programs.

That being said, know this: most events and activities could be a chance to Promote the National Home and to Educate on Eligibility. Facebook and other social media platforms can help with your promotion, as well. Artificial Intelligence (AI) can be a useful tool, and it can help you come up with fun ways to educate. If you are using any logos, remember, they MUST be accurate. Check your facts before posting and USE YOUR HASHTAGS: #az2627nationalhome, #VFWnationalhome, #az2627media, #vfwauxaz, #vfwauxiliary, #vfwaz, #vfw. Add your Auxiliary hashtag – i.e. #vfwauxiliary10254.

The staff at the National Home are committed to helping residents succeed, but the families must be serious about setting and reaching their goals. The RED, WHITE, BLUE, and TRANSITION phases give families a step-by-step game plan for success. The resources are designed to help mind, body and soul. Familiarize yourself with the website at www.vfwnationalhome.org. There is a wealth of information and personal stories available.

A recent story is about a National Guard veteran who was deployed for 12 ½ years. He found himself going through a divorce for much of that time. At a Yellow Ribbon Event he learned about the National Home and applied. Once he and his sons arrived, they felt welcome and made new friends and found military camaraderie. He needed help financially and emotionally, transitioning to have a single parent family. He states he is new to the program, but it has already made a positive impact on him and his children.

We are running for a Touchdown in our National Home Program:

- Identify Your Team – who in your VFW/Auxiliary can help promote the program
- Make a Game Plan – when do you want to promote, what tools can you use

- Pump up your Audience – be creative in Educating, have a colorful display, engage in conversations, have handouts and giveaways
- Run for the Goal – Educate on what and where the National Home is. Educate on who is Eligible. Promote the Home Financially.
- Send in an entry to me by March 31st for a VFW National Home Program National Citation Award (available on MALTA under Resources, National Home Program).

I will leave you with some National Home Trivia. In 1935, 15 brick homes were available for 160 fatherless or orphaned children from all over the US. Two more homes were under construction. Sibling groups were often placed with other sibling groups to fill a home, leading to lifelong bonds. Older boys delivered milk in the morning and helped with farm chores after school. Older girls worked in the central laundry or in the main office. On weekends all helped the housemothers with inside and outside chores. Of course, there was still plenty of time for homework, playtime and outside adventures.

Sincerely,

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Serving America's Heroes