



# **VFW NATIONAL HOME**

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The National Home Program Chairman is dedicated to providing leadership and support that strengthens the mission and legacy of the VFW National Home, while continuing its tradition of serving America's heroes. Founded in 1925 and located in Eaton Rapids, MI the VFW National Home offers housing, counseling, childcare, education support, and other essential services to military and veteran families in need. Originally established to keep families together after wartime loss, the program now helps families overcome modern challenges such as PTSD, reintegration, unemployment, and recovery from combat-related injuries.

The vision for the upcoming program year is to strengthen awareness, engagement, and support for the VFW National Home through dedicated leadership, education, and outreach while promoting its vital role in supporting active-duty military and veteran families. Through expanded promotional efforts and financial support initiatives, the Program Chairman aims to inspire greater participation from Auxiliary and Post members, as well as the greater veteran community, to sustain and grow the National Home's services for the next century and beyond.

The goals for the 2026–2027 program year focus on strengthening awareness, engagement, and financial support for the VFW National Home and its mission of serving military and veteran families through member education, expanded housing support, and innovative fundraising initiatives such as quarterly Change Competitions and the Department of North Carolina VFW National Home Plank Owners recognition program. The program also emphasizes consistent storytelling through social media, monthly communications, success stories, and community outreach to highlight the National Home's legacy as a living memorial to veterans and its lasting impact on families in need.

#### **Awards for Auxiliaries:**

Citation and \$25 to one in each of the 10 Program Divisions for the most creative activity or event promoting what and where the VFW National Home is and who is eligible for its services.

#### **Awards for Departments & Department Chairmen:**

- **Citation and \$25 to one VFW Auxiliary Department National Home Chairman in each of the 10 Program Divisions for outstanding promotion of the VFW National Home and its services.**
- **Outstanding Performance Award and Second-Place Outstanding Performance Award in each of the 10 Program Divisions based on program criteria and promotion of the Ambassador Program goals.**

**Winners will be announced at the 2027 VFW Auxiliary National Convention.**