

## **A Letter from Wreaths Across America's Executive Director:**

As the yearlong mission continues to grow, so do the operational costs associated with growing new and existing programs, such as the expansion of the TEACH curriculum and Veteran outreach efforts, promotional platforms such as Wreaths Radio and the Mobile Education Exhibit, and staffing and administrative costs necessary to sustain the increased needs of all of our volunteers and supporters across the country. **As a result, beginning on Feb. 1, 2023, the cost to sponsor a veteran's wreath for placement on National Wreaths Across America Day will increase to \$17 to help offset the increased costs of our programs and administration.**

Since becoming a 501c3 in 2007, the wreath sponsorship program was established as our tool for fundraising for the overall program. When a person or company contributes funds to Wreaths Across America through the sponsorship of veterans' wreaths, the sponsorship always places a veteran's wreath first, with the organization operating on the margin remaining.

We are happy to share that with this increase in sponsorship costs we will be able to continue our Group Sponsorship programs! This means that pay-back groups will continue to earn \$5 for every wreath sponsored, and 3-for-2 groups will still receive the third wreath for the price of two, which will now cost \$34. **Through the pay-back program, Wreaths Across America has given back more than \$20 MILLION over the last 15 years!** These are dollars being contributed to community programs supporting veterans, military families, youth, the elderly and more, all across the country.

Please know, this decision was not made lightly, but is a necessary increase to help sustain the growth of the program and the year round mission to Remember, Honor and Teach.

Thank you for your understanding and patience as we work through this transition, and most importantly, for your continued support and sharing of the mission in your community.

With gratitude,



Karen Worcester  
Executive Director  
Volunteer, Wreaths Across America