



ANNUAL REPORT



20
22

NATIONAL WREATHS ACROSS AMERICA DAY
DECEMBER 17TH, 2022

MISSION

Remember
the fallen

Honor
those who serve
and their families

Teach
our children the
value of freedom

MESSAGE FROM THE CHAIRMAN

Having the opportunity to again serve as the Chairman of Wreaths Across America's Board of Directors during 2022, I was honored and proud to represent WAA in its mission to Remember, Honor and Teach, throughout the year. However, my role was only an extension of the dedicated work and efforts of so many others including all the WAA Board Members, staff, location coordinators, volunteers, donors, sponsorship groups, trucking partners and other supporters for their continued belief and commitment to never forgetting the service and sacrifice of our veterans and their families.



WAYNE HANSON
WAA BOARD CHAIRMAN

Each of you have contributed to the overall success of WAA efforts in the placement of some 2.7 million veterans' wreaths at over 3,700 locations by millions of volunteers, a third of which were children. December 17, 2022, National Wreaths Across America Day, was once again recognized by a unanimous resolution of the U.S. Congress and represented the 31st consecutive year of veterans' wreaths being placed at Arlington National Cemetery, when Morrill Worcester, our Founder, first brought one truck of 5,000 wreaths to Arlington in 1992.

The theme for 2022 was "Find A Way To Serve" which was demonstrated by the efforts of so many individuals who not only volunteered to help place wreaths, but for those who worked with their local community groups and veteran's organizations to assist others in need. Thanks to Cindy Tatum, a Gold Star Mother and retired educator, serving as WAA's Curriculum Developer, we now have an exciting educational resource for educators and learners of all ages available in the teaching of our next generations the value of Freedom. The WAA Mobile Educational Exhibit ambassador teams continued to travel across America spreading the mission and welcoming home hundreds of Viet Nam veterans.

The theme for 2023 is "Serve and Succeed" during which we are looking to hear stories and examples of those who have not only served in the military but have gone on to succeed in other areas to the benefit of others and their communities.

Again, I appreciate the support you have given me as Chairman over the past year and I thank all of you for never forgetting our veterans, past and present, for what they have done to preserve and protect our freedoms.

Respectively,
Wayne Hanson, Chairman of the Board of Directors

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2023 Theme

Message from Executive
Director, Karen Worcester

What is Wreaths Across America?



- National nonprofit founded in 2007 to expand the annual wreath laying at Arlington National Cemetery started by Morrill Worcester in 1992.
- Yearlong mission is to **Remember** the fallen, **Honor** those who serve, and **Teach** the next generation the value of freedom.
- 2022, was the 31st year of placing veterans' wreaths at Arlington National Cemetery.
- Expanding to other thousands of participating locations around the world.

2022 THEME

Wreaths Across America's 2022 Theme was "Find a Way to Serve." It was inspired by the American Rosie movement.

"You don't have to be in military service to serve your community and country," said Karen Worcester, executive director of WAA. "Serving others, or being in service to others, gives purpose and I've seen first-hand from Gold Star Families to veterans, how it can help people heal."

The American Rosie Movement™ is an organization with a mission to find and capture the stories of the World War II-era women known as Rosie the Riveters, or simply 'Rosies.' These women pulled together to do the work that needed to be done for our freedom. The movement encourages youth to get involved in their own communities to serve in small ways that can make a big impact.

"Every person has something to give, whether it is their time, ideas, compassion, or resources," Karen added.

"What can seem like the simplest act or gift, can start a nationwide movement and that is our hope that this theme will spark in people. I think Mother Teresa said it best: 'The greatest good is what we do for one another.'"



Remember the Fallen...

The **Remembrance Tree Program** provides a living memorial to loved ones lost.

Over the last year, 1,300 new replica dog tags were placed in memory of loved ones who served.



In 2022, **3,702** total locations - **560** more than the year prior - participated on National Wreaths Across America Day!

More than three million volunteers helped place 2.7 million sponsored veterans' wreaths, saying each person's name out loud, keeping their memory alive.

Gold Star House

The **Gold Star Family History & Hospitality House** was officially opened in May. The renovation effort began nearly 5 years ago and was designed as a place where Gold Star Families can gather and share stories with each other and the community.

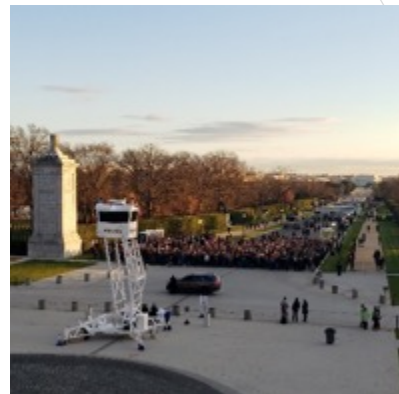
WAA dedicated several rooms in memory of the service and sacrifice of our nation's heroes.



Remember the Fallen...

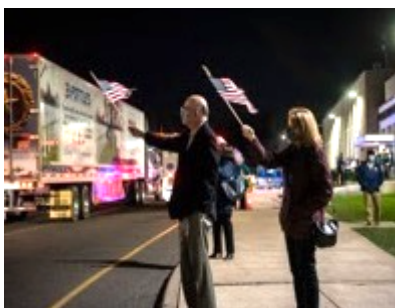
2022 ESCORT TO ARLINGTON

The annual escort to Arlington National Cemetery kicked off on Saturday, Dec. 10, 2022. Stops with public events were held in Maine, New Hampshire, Connecticut, New Jersey, Pennsylvania, Delaware, Maryland, and Washington D.C., before arriving at Arlington National Cemetery on the morning of **Saturday, Dec. 17 – National Wreaths Across America Day.**



For the 8th year in a row Chevrolet, has generously provided the Wreaths Across America wrapped escort vehicles, transporting participating Gold Star families and veterans. In addition, Chevrolet has also donated 4,000 veterans' wreaths for placement at Arlington National Cemetery to help honor our nation's veterans.

Participants included Gold Star Families – including the National President of American Gold Star Mothers, Inc., Sarah Taylor – Blue Star Families, volunteers, and veterans representing many eras and local Veteran Service Organizations such as the VFW, American Legion, Disabled American Veterans, VFW Auxiliary, and the American Legion Auxiliary, and more. Members of the Patriot Guard Riders and Patriot Riders, and law enforcement from departments across Maine and other states along the route will provide escort to ensure safe transport for all participants throughout the week.



Details for the 2023 escort will be available by July at www.wreathsacrossamerica.org/arlington-escort-information.

Remember the Fallen...

HONOR FLEET & LOGISTICS



644

Number of loads
of veterans'
wreaths hauled



BNSF, J.B. Hunt, and Norfolk Southern

transported wreaths across the country via intermodal

6 HUBS



1. Main Street Movers Irvington, NJ
2. Interstate Van Lines Springfield, VA
3. Dana Burns Hebron, OH
4. Dallas Moving and Storage Wylie, TX
5. Turner Falls Municipal Airport Turner Falls, MA
6. Westar Moving and Storage Houston, TX

309+

Number of
trucking
companies



Crowley, Matson Navigation Co., and Old Dominion Freight

transported wreaths via ocean vessel

7 Cross Docks



1. McGuire Moving and Storage Saint Louis, MO
2. Dircks Moving and Logistics Phoenix, AZ
3. Total Transportation of MS Richland, MS
4. Ace Relocation Systems Inc San Jose, CA
5. Golden Services LLC Fife, WA
6. NFI/Lows Greensboro, NC
7. Ace Relocation Systems Inc Phoenix, AZ



To find a complete list of **Honor Fleet Companies** visit
www.wreathscrossamerica.org/trucking

Honor those who serve

HONOR THOSE WHO SERVE

- WAA conducts several programs to honor our veterans, including our popular Thanks-A-Million campaign, which distributes free “I Owe You” cards to people all over the country
- The organization participates in veterans’ events throughout the year including covering many LIVE with Wreaths Radio.
- Through our Group Sponsorship program, WAA has helped other nonprofits such as Civil Air Patrol, Scouts, 4-H Clubs, local VFWs and American Legions raise funds for their own community and program needs.
- By regularly sharing the stories of service, sacrifice and success across all our owned channels, WAA honors the lives of those who served, are service and their families.
- WAA is a Commemorative Partner of The United States of America Vietnam War Commemoration. In 2022 alone, WAA had the honor to pin and Welcome Home Vietnam Veterans at the WAA museum and at Mobile Education Exhibit events across the country.



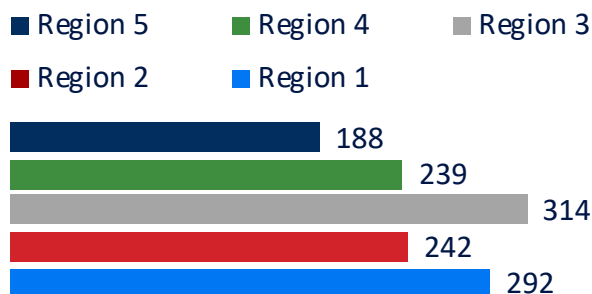
SPONSORSHIP GROUPS

Wreaths Across America is proud to partner with nonprofits and veteran service organizations across the United States in supporting our nation’s heroes and thanking them for their service.

Through our Pay Back Group program, WAA stimulates other charitable funds by returning \$5 of every wreath sponsorship received through these groups to them. In doing so, we “do good twice,” recognizing the commitment made by other nonprofits to support WAA by directly giving back to their missions in turn.

\$20M+ Has been given back since 2007.

NEW Sponsorship Groups

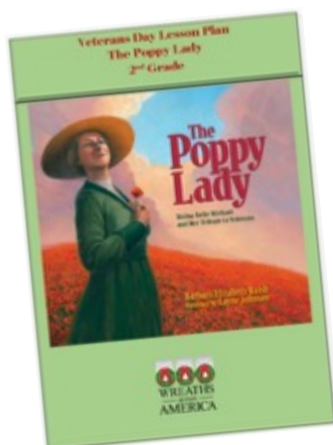


Total new groups in 2022 – 1,145

Teach the next generation

NEW TEACH PROGRAM

In keeping with the 2022 theme, “Find a Way to Serve,” and the organization’s commitment to teach the next generation the value of freedom through stories of courage and character, we were proud to announce the launch of our revamped TEACH program in May.



The program, which was put together by retired educator and Gold Star Mother Cindy Tatum, shares an established curriculum designed to teach the next generation about the value of their freedom. In the second half of 2022, with consistent updates based on American holidays and other important historical events, this program has become wildly popular with professional educators and homeschoolers, receiving over 4,000 individual downloads!

Lesson plans are FREE to download from www.wreathsacrossamerica.org/teach and are also available to all educators and homeschoolers on Teachers Pay Teachers. The program curriculum encompasses all grades starting at kindergarten through the senior year of high school.



“Being a part of helping Wreaths Across America teach younger generations about the value of freedom and the importance of honoring those who sacrificed so much to protect those freedoms, is something I know I am supposed to be doing and I know my son Daniel would want me to do,” said Tatum, a Gold Star Mother who lost her son who was serving in the USMC on Christmas Eve. “I want America’s youth to learn that as citizens of this world, there are things they can do to lift the human spirit, things that are easy, things that are free, things that they can do every day.”

Teach the next generation

MOBILE EDUCATION EXHIBIT (MEE)



In 2022, the MEE attended 165 events in 27 states. The MEE saw over 16,300 visitors during these events; 1,361 Vietnam Veterans were pinned and Welcomed Home. This unique museum on wheels brings the WAA mission to YOUR community, while teaching about the personal stories of those who serve/have served within that community. The MEE stops at local schools offering learning tools, interactive-media projects and opportunities to participate in our efforts and shares stories of veteran courage and sacrifice. The MEE can be used for private, public, school, community, and corporate events and leaves a lasting impact everywhere it goes!

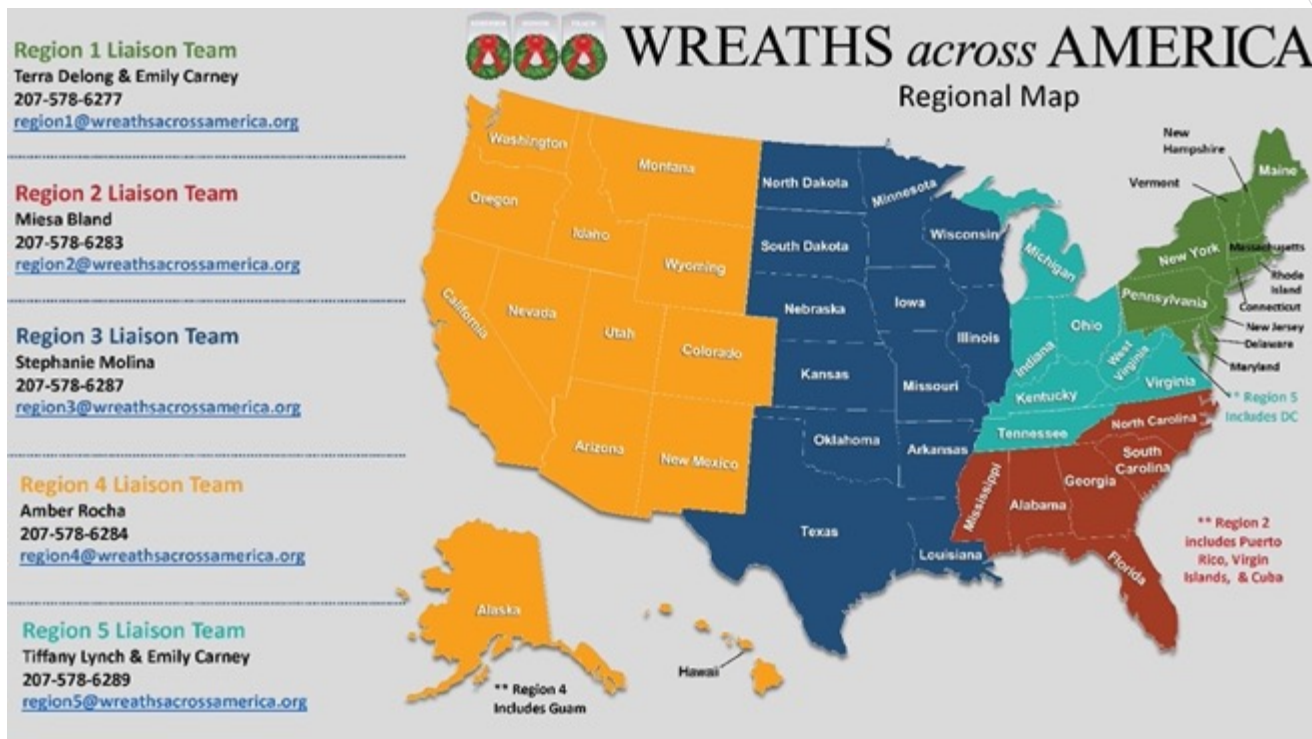


1,922
Vietnam Veterans
"Welcomed Home"



Growth by Region

REGIONAL LIAISONS

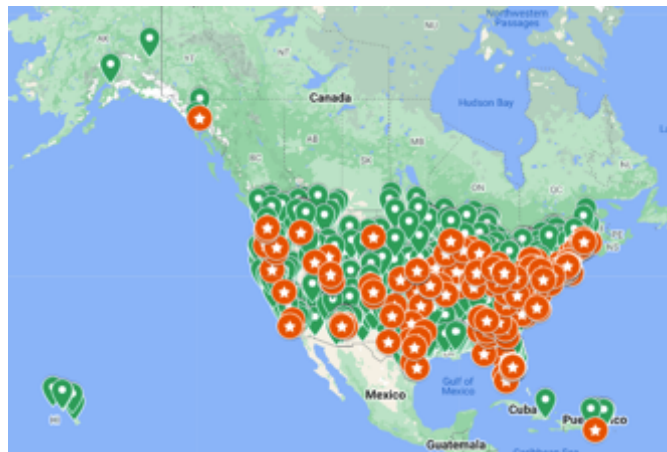


LOCATION TYPES

County	65	Other	15
Memorial	113	Private	267
Military	28	Public	1171
Municipal	1221	Religious	579
National	151	State	104
NPS*	14	Total	3,728

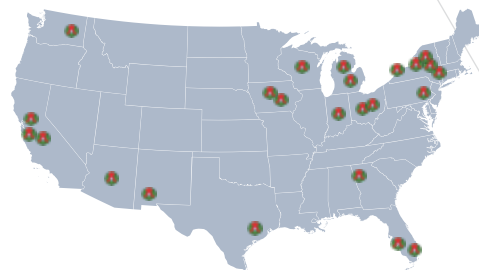
*National Park Service (NPS)

Participating Locations



Celebrating Location Coordinators

The following Volunteer Location Coordinators are celebrating 10 years supporting and growing the mission in their community!



Alesia Swartz

Belington, WV

Alfreda Speer

Cedar Vale, KS

Art Rittenhouse

Sayreville, NJ

Arthur Edwards

Grand Junction, CO

Barb Leary

Hinesburg, VT

Bernie Koprince

Knoxville, TN

Carol Turnman

Crofton, MD

Colin Peterson

Georgetown, SC

Corey Telschow

Midland, TX

David McCaffrey

Somers, CT

Diana Johnson

Point Pleasant, WV

Don Walk

Cheyenne, WY

Donald Knapp

Scituate, MA

Eric Fithyan

Wellsburg, WV

Grant Grasessle

California, MD

James Voss

Kingston, NH

Jerri McBride

Herington, KS

Karl Crawford

Petoskey, MI

Leonard Hale

Kansas City, MO

Linda Branam

Clovis, CA

Linda Wallace

Cobalt, CT

Lindsay Fisher

Vancouver, WA

Mel Harbaugh

Sylvania, OH

Melody Judd

Show Low, AZ

Michael Frybarger

West Unity, OH

Michael Lee

Springfield, IL

Morris McLees

Bozeman, MT

Nathan Morris

Owensboro, KY

Pam Young

Declo, ID

Paul Hoover

Rosebush, MI

Randy Lewer

Wesley Chapel, FL

Shirley White

Davis, WV

Steve Armstrong

Bigfork, MT

Stu Martinez

La Pine, OR

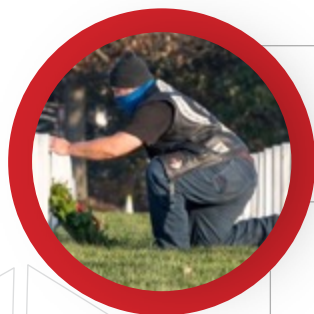
Thomas Sullivan

Boston, MA

Tzena Scarborough

Spokane Valley, WA

WAYS TO GIVE



- **COMBINED FEDERAL CAMPAIGN**
Wreaths Across America's CFC# 66860

- **MATCHING DONATIONS**
From employers, ask your Human Resources Department if your company offers this benefit to employees.

- **VOLUNTEER GRANTS**
You can do this through various organizations such as Walmart, Verizon and more!

- **FACEBOOK GIVING CAMPAIGNS**
Be sure to notify WAA HQ if you are running a campaign on Facebook so that funds are designated for your Location or Sponsorship Group.

Honor Fleet Achievements

The following Honor Fleet members are celebrating 10 years helping to MOVE THE MISSION!

2022

Bay & Bay
 Boyd Brothers
 Central Oregon Truck Company Inc
 Central Transport
 Covenant Transport
 Delhaize Transportation
 (Db a Hannaford Supermarkets)
 Don Hummer Trucking
 Halvor Lines
 Hoekstra Transportation, LLC
 John Christner Trucking
 Kennesaw Transportation
 Carter Express



2021

AAA Cooper
 Allen Lund Company
 American Trucking Association –
 Workforce Heroes
 Baylor Trucking
 C.R. England
 Cargo Transporters
 Dart Transit
 Estes Express Lines
 Freymiller
 G&P Trucking
 Hartt Transportation Systems
 Jagtrux
 Load One, LLC
 Motor Carrier Service
 Pottle's Transportation
 Prime Inc.
 Swift Transportation
 U.S. Xpress, Inc.



Timeline



1992

First wreaths (5,000) donated by Morrill Worcester and Worcester Wreath Co.



2005

Iconic photo of wreaths in snow became a viral sensation



2006

With the help of civic organizations, simultaneous wreath-laying ceremonies were held at over 150 locations around the country.



2007

Wreaths Across America formed as a 501(c)(3) nonprofit organization



2012

Millionth wreath placed at Arlington National Cemetery



2014

For the first time, every headstone at Arlington National Cemetery received a wreath.



2016

25th year that veterans' wreaths were placed at Arlington National Cemetery.



2018

Mission advances overseas with the first placement of 9,387 veterans' wreaths at Normandy-American Cemetery in France.



2019

Placed 2.2 million veterans' wreaths at 2,158 participating locations across the country and at the Netherlands and Luxembourg American Cemeteries.



2020

Placed 1.7 million veterans' wreaths at 2,557 participating locations during COVID-19. Volunteers adapted to local restrictions to carry out the mission.



2021

2.45 million wreaths placed at 3,137 locations. 30th year that veterans' wreaths were placed at Arlington National Cemetery.



2022

2.7 million wreaths placed at 3,728 locations, including Cuba, Puerto Rico, Guam and the Virgin Islands.



Join the Mission

1 SPONSOR A WREATH



Honor veterans in your local community by sponsoring a wreath that will be placed on a veteran's grave. You choose the location. Groups can get involved as a fundraising project.

2 VOLUNTEER



Help place wreaths on a veteran's grave at any of our 3,700+ participating locations. Involve your friends and family to honor our servicemen, women and families.

3 ADD A NEW LOCATION



Coordinate a wreath-laying ceremony at a cemetery or veteran's memorial in your town. Determine if this location is already participating by checking our website. We have resources to help you plan your ceremony.

4 START A SPONSORSHIP GROUP



Your civic, nonprofit, school or other group can help raise wreath sponsorships for Arlington or your local cemetery. A portion of the funds can be returned to help your group through the \$5 back program. We offer resources and assistance to ensure your success.

5 CORPORATE SPONSORSHIP



Make an impact in the community where you do business, and your employees and customers live. Support a local wreath laying by volunteering as a group to place wreaths, help raise funds, or provide in-kind support for a fundraising event.

6 DONATE TRUCKING SERVICES



The support from the transportation industry is how WAA can deliver millions of veterans' wreaths to every single state. Whether you are a professional driver who owns your own truck, or a carrier who can cover a load, we can use your help! It has been said that veterans' wreaths are the most precious cargo a driver can deliver.

BOARD OF DIRECTORS:

Wayne Hanson, **Chairman**
 Michael Edgecomb,
Vice Chairman
 David Russen, Jr., **Treasurer**
 Renee Worcester, **Secretary**
 Dr. Pamela W. Slaven-Lee
 Sarah J. Worcester
 Patrick Simmons
 Col. Daniel M. Leclair
 James F. Farrell
 Barry Pottle
 Ann Ahern Hanson
 Daniel Patrick Mead
 Lorna Harris
 Randy Lewer
 Ron Sailor
 Debbie Ruane Sparks
 Karen Diefendorf
 Nate Lewis

ADVISORY BOARD:

Scott DeMasi
 Michael Calenda
 Duane Belanger

BOARD COMMITTEES:

Executive Committee
 Technology Committee
 Finance Committee
 RFP Committee

EXECUTIVE DIRECTOR:

Karen Worcester

FOUNDER:

Morrill Worcester

Follow the Mission

NEWSLETTERS

- **Mission Matters** (monthly) 164,250 subscribers; average open rate 25%
 - Publicly-facing, highlights mission-focused content and activities that subscribers can take part in. Provides an opportunity for supporters to stay informed and engaged in the mission all year long!
- **Location Connection** (monthly) 7,925 subscribers; average open rate 52.5%
 - Internal – for registered Location Coordinators and Group Leaders – provides resources and news/events that can help them stay engaged with the mission and their community throughout the year.
- **Moving the Mission** (quarterly) 2,210 subscribers; average open rate 20.5%
 - Public-facing, designed to focus on all this WAA transportation! Provides opportunities throughout the year for logistics companies to get involved, this is a great way to stay informed!
- **Sponsor Spotlight** (quarterly) 1,000+ contacts
 - This newsletter serves as a regular update to WAA's corporate partners about news and activities they can get involved in throughout the year.
- **COMING SOON! Teaching Times with Wreaths Across America**
 - This quarterly newsletter will focus on the lesson plans being developed for youth of all ages and highlight WAA's education partnerships and community collaborations!



2.7M

Number of Veterans' Wreaths Placed



2.5M+

Overall Number of Volunteers



3,728

Number of Participating Locations



6,266

Number of Sponsorship Groups

The Voice for America's Veterans



Wreaths Across America Radio, is a full-time internet radio station that broadcasts a variety of music, news, and stories regarding American veterans, their families, and the ongoing community work of Wreaths Across America and its local volunteers.

"The Wreaths Across America Radio lineup is constantly evolving as we are always looking for content that is relevant to veterans and military families, and in support of the mission of Wreaths Across America," said Jeff Pierce,

Director of Broadcasting and Media Partnerships for Wreaths Across America. "As a Voice for America's Veterans, we are open to talking to anyone who has a veterans-related show or podcast they'd like to share."

Wreaths Radio recently announced several strategic partnerships with veteran radio programs- you can listen to Wreaths Across America Radio's 24/7 internet stream anytime and anywhere on the iHeart Radio app, Audacy app, TuneIn app, or on our website [here](https://www.wreathsafteramerica.org/radio).



Meet The Gold Star Wives
Every Thurs. at 9:15 am EST



Meet The Gold Star Mothers
Every Wed. at 9:15 am EST

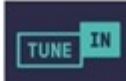


Tuesdays Are For Trucking
Every Tuesday



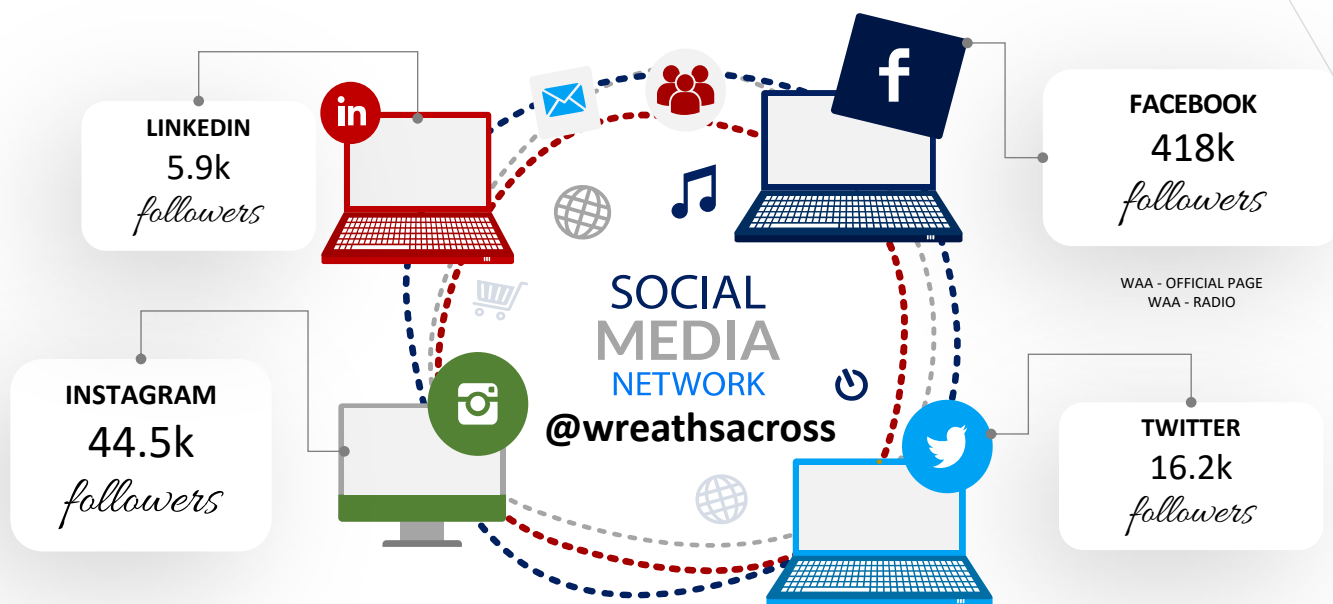
Where can you listen to Wreaths Across America Radio?

It's everywhere you are.



www.wreathsafteramerica.org/radio

2022 by the Numbers



TOP EARNED MEDIA EFFORTS

- Wreaths Across America Day 2022
- Mobile Education Exhibit Visits
- Wreaths Radio Roundtables
- Escort to Arlington
- 2022 Theme Announcement
- National Flag Waving – Anniversary of September 11th
- Detective Paul Newell Honored
- Human interest stories: Uvalde, TX receives donation; and Youth Location Coordinator
- Clemente Honored in Puerto Rico

EARNED MEDIA

2022
Media Articles
(local and National)

41,800

2021
Media Articles
(local and National)

36,971

2022
Media
Impressions

33 Billion

2021
Media
Impressions

21.9 Billion

Corporate Sponsors

THANK YOU TO THESE FINE SPONSORS

LEVEL 6 DONORS (\$100,000 AND UP)

AMERICAN AIRLINES | BENNETT INTERNATIONAL GROUP | CHEVROLET
DAUGHTERS OF THE AMERICAN REVOLUTION INTERNATIONAL PAPER | JB HUNT | JERSEY MIKE'S SUBS
LOCKHEED MARTIN | MISSION BBQ | NORTHROP GRUMMAN | SUNBELT RENTALS | TEAM BEAR | TRUIST
TYSON FOODS | UNUM | WALMART | WORCESTER WREATH CO.

LEVEL 5 DONORS (\$75,000 - \$99,999)

AMERICAN LEGION | FASTPORT

LEVEL 4 DONORS (\$40,000 - \$74,999)

COMCAST CABLE | CROWLEY CARES | DARCARS | GARY SINISE FOUNDATION
NAIT IAT/INSURANCE GROUP | PENSKE | PILOT FLYING J | RXO

LEVEL 3 DONORS (\$25,000 - \$39,999)

CENTRAL STATE MANUFACTURING | CHARLES SCHWAB | THE FRAN HASCH LAW GROUP
LEIDOS | MATSON | NORFOLK SOUTHERN | PENFED | RAYTHEON | USAA

LEVEL 2 DONORS (\$15,000 - \$24,999)

AMERICAN EX-PRISONERS OF WAR | BAE SYSTEMS | BECHTEL POWER CORPORATION
BRYAN BUILDERS | CROWLEY SOLUTIONS | ECOLAB | T ROWE PRICE

LEVEL 1 DONORS (\$5,000 - \$14,999)

AF GROUP | AIRECO | ALKERMES | ARMED FORCES GEAR | ARKANSAS RUN FOR THE FALLEN | AVERITT | BANK OF AMERICA | BCB TRANSPORTATION | BD | BRAZOS FAMILY CARES | BRISTOL MYERS SQUIBB | BROWN DOG TRUCKING
CAESARS ENTERTAINMENT | CARIBBEAN PRODUCE EXCHANGE | CHEWY | COURAGE AND SACRIFICE | COX | DELIOTTE
DIGNITY MEMORIAL | ENCORE ENERGY TRANSFER | ENTERPRISE HOLDING | FARMERS INSURANCE | CITY OF FORT
PAYNE, AL | GALLERY SHIPPING | GENERAC | GUIDEHOUSE | HALEON | HYSTERA COMMUNICATIONS | IDIRECT
GOVERNMENT | IRON MOUNTAIN | IOMAXIS | KPMG | LEONARD A GOOD TRUST | MEIJER | M.C. DEAN, INC
MCGUIREWOODS LLC | NESTLE | ODYSSEY SYSTEMS | OPTUMSERVE | PHILLIPS 66 VETERANS NETWORK | PRATT &
WHITNEY | QORVO | QTS DATA CENTERS | REPUBLIC NATIONAL DISTRIBUTING COMPANY | SANTANDER | SIG SAUER,
INC. | SUBARU | SURGICAL CARE AFFILIATES | STEAMPUNK | TELEDYNE MARINE | TEKSYNAP | T-MOBILE | TRI STAR
FREIGHT | VOLKSWAGEN NORTH AMERICA | WEALTHSPIRE | YELLOW



Civil Air Patrol
U.S. Air Force Auxiliary



INTERNATIONAL  PAPER



Financials

ADOPTED BUDGETS

Wreath Year 2022: \$37,497,000

Wreath Year 2021: \$27.8 million

TOTAL FUNCTIONAL EXPENSES



- Program-\$26,757,5129
- Administrative-\$3,665,070
- Fundraising-\$843,396



PAYBACKS

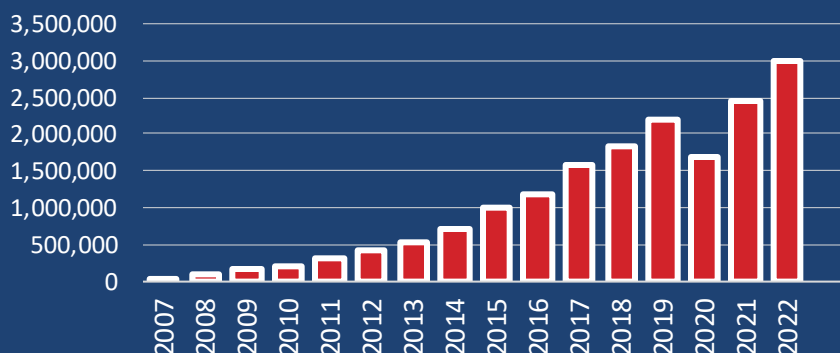
2022 **\$2.7million**

Since 2007 **\$20 million+**

Amounts distributed back to our community Sponsorship Groups. *"It would be disingenuous to not contribute to our sponsorship groups who support our mission."* – Karen Worcester

WREATH COUNTS FROM INCEPTION

2007 - 33,000	2012 - 415,000	2017 - 1,565,000	2022 - 2,700,000
2008 - 106,000	2013 - 540,000	2018 - 1,850,000	
2009 - 164,000	2014 - 716,000	2019 - 2,200,000	
2010 - 220,000	2015 - 990,000	2020 - 1,700,000	
2011 - 325,000	2016 - 1,200,000	2021 - 2,445,000	



Note: Since Wreaths Across America is currently on a fiscal year and not a calendar year, the organization's 990 will have the beginning of the fiscal year as the tax return year (i.e., June 30, 2022, will show as 2021 990). This changed, starting December 31, 2022.

To view current and past 990's visit:
wreathsasscrossamerica.org/finance

Executive Director

2022 YEAR IN REVIEW FROM KAREN – LOOKING AHEAD!

It is difficult to know where to begin to summarize 2022. Once again, I have been humbled by the incredible dedication and commitment of our volunteers and staff and the continued growth of our programs.



Our mission resonates with many and the wreath laying event provides an opportunity for families, communities, and the country to set aside differences and join in acknowledging those who have championed our freedoms.

The 2022 theme, “Find a Way to Serve,” was a perfect prompt for young and old alike to contribute to their communities through the WAA program and to experience the gratification, and often healing, that comes from giving of oneself.

The pages of this report detail the milestones and successes of the past year. Many of these accomplishments are easily measured from the addition of XX participating locations and XX sponsorship groups, to the incredible media outreach statistics, culminating with the honoring of 2,705,000 veterans with wreaths on National Wreaths Across America Day.



Arguably, the evolvement of the TEACH initiative from the top of our wish list to a successful growing reality is a significant achievement. We share important education materials on our own channels and on national teacher’s resource site Teachers Pay Teachers. We engage young people not only through character-based curriculum, but by encouraging hands-on service opportunities with focus on interacting with veterans and military families.

What perhaps is not as easy to capture is the ground swell of support we’ve seen across the country join the WAA family. From our inception in 2007 we have committed to work with like-minded organizations to build a firm foundation from which to instill in the next generation an appreciation for the cost of freedom, a personal connection with those who have served and to embrace an inherent responsibility for the preservation of that freedom. Working through sponsorship groups that labor year-round in their communities, we not only keep the stories of heroism and service a part of daily life but have “given back” over \$20,000,000 to support veteran and civic causes in local communities.

In short, a \$17 sponsorship does so much more than place a wreath on a headstone.

Executive Director *continued*

Looking forward to 2023, with our new theme “Serve and Succeed,” we will continue to collaborate with Veteran Service Organizations (VSOs) to highlight resources for veterans in need and promote awareness through “their” stories as we have always done. We will also highlight incredible people who attribute their successful careers in the private sector and personal lives to their training and service while in the military. There are so many inspiring stories of men and women who continue to serve and succeed after they take off the uniform.



As I reflect on 2022 and look to next year and beyond, I am more aware than ever of what WAA represents. On Dec. 16, 2023, we will once again pause to place the wreaths and say the names. It will be an incredibly meaningful event, but I would argue that equally important is the time spent leading up to Wreaths Across America Day. The time we spend working together, sharing stories, teaching, and touching the lives in our community make that day of coming together even more special.

The next few months will fly by and it's my hope we all enjoy the journey and those we meet along the way. In the words of Pericles, “What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.”

I want to personally thank the volunteers, staff, and our sponsors for continued dedication.

REMEMBER – HONOR – TEACH

With gratitude,

Karen Worcester, Executive Director



***“I CANNOT DO ALL THE GOOD
THAT THE WORLD NEEDS.
BUT THE WORLD NEEDS ALL
THE GOOD THAT I CAN DO.”***

– JANA STANFIELD

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SOCIAL MEDIA



NATIONAL WREATHS ACROSS AMERICA DAY
DECEMBER 16, 2023

SATURDAY, DECEMBER 14, 2024 — SATURDAY, DECEMBER 13, 2025