



WREATHS *across* AMERICA

FINANCE PROCESSES

FAQs for Volunteers

Wreaths Across America

2023

Finance Processes: What You Should Know

- ★ During "Wreath Season", WAA-HQ receives thousands of checks each day!
- ★ All orders mailed to WAA-HQ are processed digitally and audited manually by a team of finance professionals.
- ★ Every order goes through a multi-step verification process, which includes data entry, review, corrections, bank deposit, and final posting.
- ★ Each payment platform (PayPal, Credit/Debit Card, Checks, and Google Pay) processes transactions at a different pace. Some may post to your account faster than others.
- ★ **Orders with incorrect or incomplete forms, and/or with illegible information will experience delayed processing times.**



Tips for Fast Order Processing!

**Online Orders
Process in 24-48
hours!**

**Use the direct link
for a Sponsorship
Group when
ordering online.**

**Mail checks
within 30 days
of the check
date(s) and in
small batches!**

**Make copies
of Tally
Sheets prior
to mailing.**

**Type the
Group ID and
Location ID on
every order
form, in the
required
sections.**

**Use
paperclips,
not
staples.**

**Use BLACK INK
on order forms
and checks.**

**We do not
recommend
mailing
cash.**

Grant Requests

When using the WAA Tax ID Number to solicit grants for your group and/or location, you **MUST notify Wreaths Across America by completing the Grant or Employee Giving Notification Form prior to applying for the grant, to receive further instructions.**

Who should complete the grant request form?

We will do it for you! Applying for and receiving a grant is a complex process, but the WAA grants team will ensure it runs smoothly from start to finish.

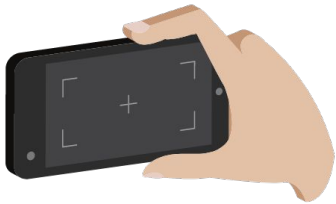
How will my Group and Location get credit for a grant?

When you email the WAA grants team to help you solicit a grant, you will provide them with the Group ID and Location ID to be credited.



Facebook Fundraisers

When doing a Facebook Fundraiser to solicit sponsorships for your group and/or location, you MUST notify Wreaths Across America to receive credit for your efforts.



Take an 'after' photo of your fundraiser!

Once all donations have been raised and fundraiser is completed, take a screenshot or photo with your phone to capture the fundraiser name and amount raised.



Fill out the Facebook Fundraiser Form!

To make sure that your Group or Location receives credit, fill out the Facebook Fundraiser Form.



Funds Disbursement!

After fundraisers have closed, money will be transferred from your fundraiser to the Network For Good, who transfers the money to Wreaths Across America. Money WILL take some time to get to Wreaths Across America, as disbursements are done monthly.

Employee Matching and 3rd Party Payers

When soliciting sponsorships for your group and/or location through Employee Matching Programs or for 3rd Party Payers, such as Benevity or Fidelity, you MUST notify Wreaths Across America by completing the Grant or Employee Giving Notification Form to provide us with the details of their donation as well as the Group ID and Location ID to be credited.



Required Information:

How is the employee giving determined?

- ☐ Volunteer or Event Hours
- ☐ Employee Payroll Deduction, Matched by Employer
- ☐ Employee Payroll Deduction, NOT Matched by Employer
- ☐ Direct Employee Donation to Wreaths Across America, Verified and Matched by Employer

In Honor or In Memory Of

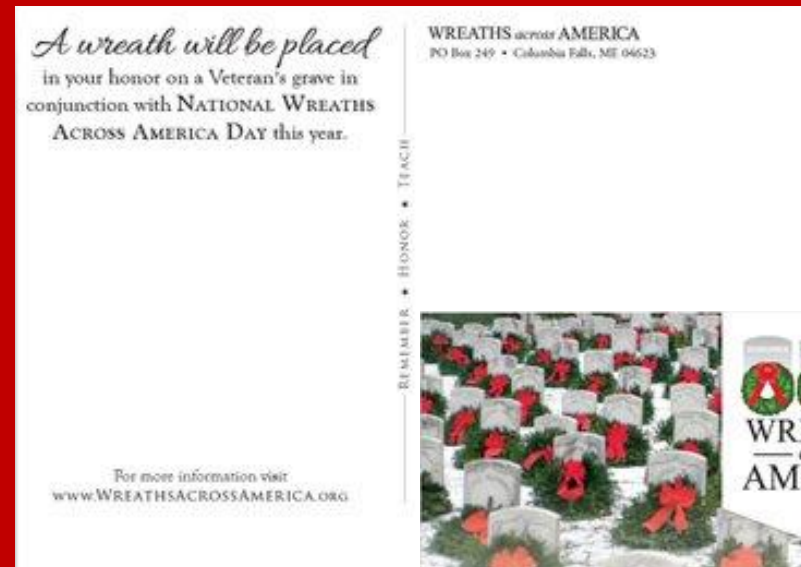
When sponsoring general veteran wreaths "In Honor Of" living veterans or "In Memory Of", you may request that we send an email or honor card telling someone of your sponsorship!

What is an Honor Card?

It is a physical card that Wreaths Across America will send to a friend or loved-one letting them know that you made this gift in their name.

Additional Information:

There is a \$2 fee for this mailing. Only available online, in combination with a paid wreath sponsorship.



WAA Financials

All WAA Financials can be found by visiting:
www.wreathsacrossamerica.org/financials


FINANCIALS

WITH EACH AND EVERY \$15 SPONSORSHIP, WE PLACE A WREATH ON THE GRAVE OF A FALLEN U.S. VETERAN.

When you donate to WAA your money sponsors a veteran's wreath first, and we operate on the small margin remaining.

- \$0.86 of every dollar donated goes toward wreath sponsorships, shipping costs not covered by our trucking partners, sponsorship group paybacks, and other program-related costs.
- Total WAA nationwide staff less than 35 full-time employees. The Executive Director and Chairman of the Board are volunteers.
- National Wreaths Across America Day and other events are made possible by thousands of volunteers who organize local ceremonies, raise funds to sponsor wreaths and participate in the events. Individual wreath sponsors and corporate donors, pay for the majority of the cost for the program and volunteer truck drivers and trucking companies make it possible for WAA to transport wreaths all over the country.

Total Functional Expenses Per Year 2020-990:




Category	Amount
Program	\$18,855,334
Administration	\$3,043,804
Fundraising	\$0,000,000

EIN - TAX IDENTIFICATION #
20-8362270
WREATHS ACROSS AMERICA . ORG

DOWNLOAD OUR DETERMINATION LETTER

501(c)(3) Determination Letter
501(c)(3) Determination Letter 2018
Signed W-9 | 2022



**WAA 501(c)(3)
Determination
Letter**

**WAA EIN - Tax
Identification #**

WAA W-9

Tax Receipts and In-Kind Donations

**Are you looking for a Tax Receipt or
an In-Kind Donation Form?**

**Email your Regional Liaison Team and
they will get one for you!**

**When a supporter visits your group or location page
and sponsors wreaths online, they will receive a
receipt via email. New this year - mailed orders with a
sponsor email listed will receive an emailed receipt!**

*Make note, volunteers may not issue tax receipts for
sponsors. We are happy to help with it though!*



Wreaths Across America
PO BOX 249
Columbia Falls, ME 04623
IRS 501(c) 3 Tax Exempt Number

IN-KIND DONATION FORM

Description of Item (included quantities): _____

Estimated Fair Market Value: _____ Donation: _____

Fair market value of any goods or services given to donor in return: \$ _____

Description of goods or services: _____

Individual donor or company name: _____

Name of person to be thanked: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Date Received: _____ Wreaths Across America representative: _____

APPROVAL: _____

DATE: _____

Direct vs Indirect Sponsors

To stay in compliance with federal regulations, the name that is attached to the order will always match the billing information for the form of payment.

What is a DIRECT sponsor?

It is the payor, the name on the check or the name on the form of payment (credit/debit card, Google Pay, PayPal)

The payor name must match the billing information.

If a payor uses a business credit card, the order will show the individual whose name is on the card.

What is an INDIRECT Sponsor?

It is the person who gave money to someone else, who then gave it to WAA.

If the name and billing information is not on the form of payment, that person is considered an INDIRECT Sponsor, even if their name is listed on the wreath sponsorship order form.

Processing Times



Online orders process quickly! You will see the details of these orders on your Wreath Count Report within 24-48 hours.



For **helpful tips and step-by-step instructions for placing an online veteran wreath order**, please reference the [Online Ordering Tutorial](#), which can be found on the [Volunteer Resource Page](#)!



Mailed orders will be visible on your Wreath Count Report within 3-4 weeks if received at WAA-HQ between the months of February and November. Mailed orders received in December and January take 8-12 weeks to fully process.



Please note, any additional wreaths matched as part of a promotional campaign or through a 3 for 2 group plan will be applied internally after your order processes.



Our team of finance professionals works hard to ensure that every order is processed correctly!

Order Tracking and Corrections

After your orders have fully processed, you can view their details on the Wreath Count Report or through the Research Orders Report on your Dashboard.

If you need help locating an order, contact your Regional Liaison Team. They will need the sponsors name, check # or online order #, dollar amount, and check date or date of the online order.

Wreath sponsorships can only be corrected by the sponsor and within the 60 day order correction window. Volunteers should never contact a sponsor to request a change to their order.

If a sponsor wishes to update their order, they should click the link in their emailed receipt or call WAA Customer Service at 877-385-9504.



Cut-Off Forms

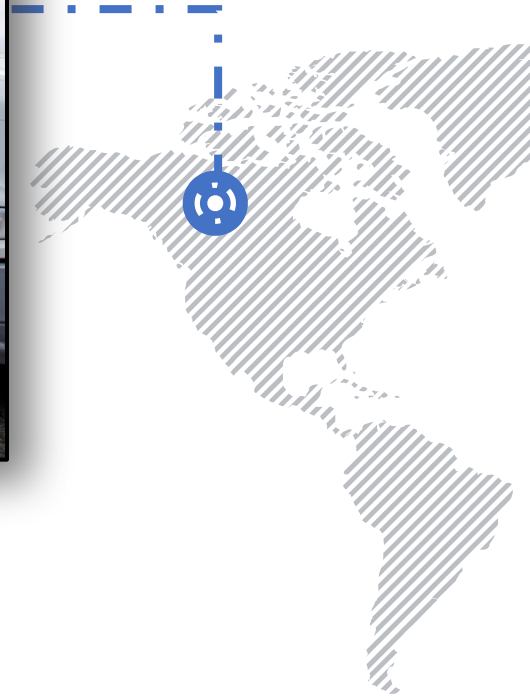


***Keep the support coming
in all year round!***

Submit all funds (mailed and online) by the Cutoff Date, Tuesday, November 28th at 11:59pm ET, for wreath sponsorships guaranteed for delivery in 2023.

Your Regional Liaison Team will email a Cutoff Form the Friday after Thanksgiving to help you report last-minute funds so that you can continue fundraising through the Cutoff Date for the 2023 wreath year.

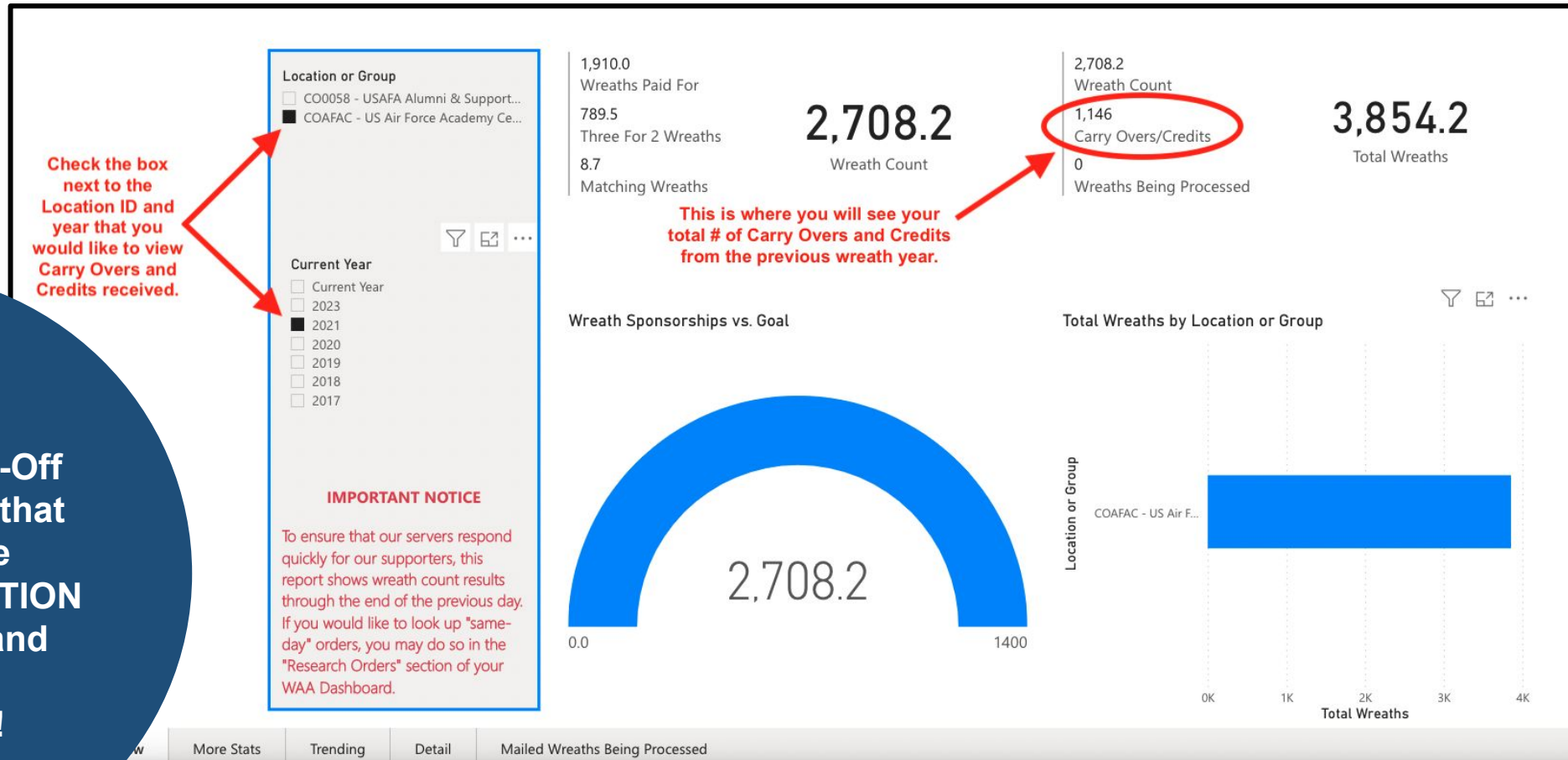
The Cutoff Form requires an uploaded copy of the original Tally Sheet for funds reported. Be prepared by keeping copies of all Tally Sheets!



Carry Overs and Credits

Locations may view Carryovers and Credits by mid-May each year.

All wreaths received after Cut-Off and not delivered that wreath year are added to the LOCATION as a Carry Over and Credit for the following year!



Payback Checks

\$5 Back Groups who receive more than \$600 in payback checks **AND** are not tax exempt will receive Form 1099 for their taxes.

Earn \$5 back for every paid \$17 wreath sponsorship when you register as a \$5 Back Group!

Payback checks are issued for \$5 Back Groups on the 15th of each month, February through November, making this a wonderful fundraising opportunity all year round!

When forms are submitted correctly, orders process more quickly!



W-9 is required and must include EIN or SSN, an entity type, and a signature.

Liability Insurance Requests

When requesting proof of Liability Insurance, you will provide us with some basic information about your event so that we can ensure timely delivery of your request.

Does WAA Provide Liability Insurance?

Yes! Your WAA events are covered under our liability policy.

How Do I Obtain a Copy of Liability Insurance?

Email your Regional Liaison Team to be connected with someone in our Finance Team who will assist you with it.

If the event needs underwriting, it can take up to a week, so plan accordingly!



Region 1 Liaison Team

Terra Delong & Emily Carney

207-578-6277

region1@wreathsacrossamerica.org

Region 2 Liaison Team

Miesa Bland & Janelle Eveld

207-578-6283

region2@wreathsacrossamerica.org

Region 3 Liaison Team

Stephanie Molina & Ana Diaz

207-578-6287

region3@wreathsacrossamerica.org

Region 4 Liaison Team

Amber Rocha & David Koskelowski

207-578-6284

region4@wreathsacrossamerica.org

Region 5 Liaison Team

Tiffany Lynch & Annie Brooks

207-578-6289

region5@wreathsacrossamerica.org



WREATHS *across* AMERICA

Regional Map



Meet the Locations and Groups Team



Julie Bright
Director of Locations & Groups



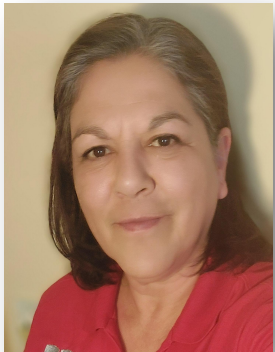
Meagan Erickson
Asst. Director of Locations & Groups



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Region 2 Liaison Team
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Richelle Bergeson
Finance Liaison



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WREATHS *across* AMERICA

THANK YOU

Wreaths Across America