



# 2023 ANNUAL REPORT

## NATIONAL WREATHS ACROSS AMERICA DAY SATURDAY, DEC. 16, 2023

### MISSION

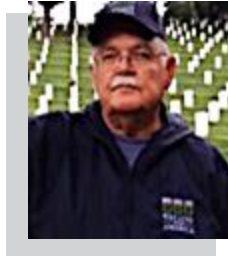
*Remember*  
the fallen

*Honor*  
those who serve

*Teach*  
the next generation  
the value of freedom

## Message from the Chairman

It is truly an honor to continue to serve as the Chairman of the Board of Directors for Wreaths Across America. The 2023 theme, "Serve and Succeed," focused on the storylines of veterans and military families who have found success through their own service while highlighting local volunteers across the country and the success of serving in their communities.



**Wayne Hanson**  
WAA BOARD CHAIRMAN

2023 was the 32nd 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. Since then, the mission of Remember, Honor, Teach has grown exponentially - not just in the number of wreaths or locations - but in the impact it has made in communities and ignited a fire within our nation's youth to continue remembering the cost of our freedom.

The theme for 2024 is "Live with Purpose," and we hope to continue to grow our reach to show future generations how to show appreciation for our veterans and our country. We want to continue to thank our Gold Star Families for their sacrifices, welcome home our Vietnam Veterans, and uphold a promise to them that we will never let their service and loved ones be forgotten. As our executive director Karen Worcester has said, living with purpose is a mindset. Through the Wreaths Across America mission, we can put that mindset into action and honor the lives of our heroes, showing our gratitude with acts of service and remembrance.

Again, I appreciate the support 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  
Vietnam Veteran  
Chairman of the Board of Directors

## TABLE OF CONTENTS

[Message from the Chairman,](#)

[Wayne Hanson](#)

[What is Wreaths Across America?](#)

2023 Theme

[Remember the Fallen](#)

Remembrance Tree Program

Gold Star Family History &

Hospitality House

2023 Escort To Arlington

[Honor Those Who Serve](#)

Sponsorship Groups

[Teach Future Generations](#)

TEACH Program

Mobile Education Exhibit

[Growth by Region](#)

Regional Liaison Team

Celebrating Location

Coordinators (10+ years)

[Honor Fleet & Logistics](#)

Numbers

Achievements (10+ years)

[WAA Timeline](#)

[How Volunteers Participated](#)

[Follow the Mission](#)

[A Voice for America's Veterans](#)

Wreaths Radio Lineup

[Year-round Mission](#)

MOU Partnerships

[2023 Media by the Number](#)

[Corporate Sponsors](#)

[Financials](#)

[Message from Executive Director,](#)

[Karen Worcester](#)

## What is Wreaths Across America?



- A national nonprofit founded in 2007 to expand the annual wreath-laying ceremony held at Arlington National Cemetery, started by Morrill Worcester in 1992.
- The program's yearlong mission is to **Remember** the fallen, **Honor** those who serve, and **Teach** the next generation the value of freedom.
- Your \$17 sponsorship not only honors an American hero with the placement of a veteran's wreath in December but also supports the year-round program nationwide.
- The program has grown to include more than 3 million volunteers, a third of whom are children, and ceremonies are now held in every U.S. state and territory.

### 2023 Theme: Serve and Succeed

The inspiration for 2023's theme came while discussing the significance of 2022's theme, "Find a Way to Serve," and the need to continue to stress the importance of service and the positive ways it can impact lives. Wreaths Across America focused on the storylines of veterans and military families who have found success through their own service while highlighting local volunteers across the country and the success that comes from serving their communities. Throughout 2023, the organization continued its commitment to supporting and bringing attention to our veteran community's needs while showcasing the continued contributions of those who serve.

*"There are many ways to serve your community and country, and just as many definitions of success,"* said Karen Worcester, executive director. *"We hope through focusing on those stories of success, we will help change the dialogue around what it means to serve your country."*



# Remember the Fallen...

## THE REMEMBRANCE TREE PROGRAM

The Remembrance Tree Program provides a living memorial to loved ones lost. Wreaths Across America established this *free* program as another way to remember and honor our veterans.

Over the last year, **975** new replica dog tags were placed in memory of loved ones who served, with more than 18,000 tags now hanging throughout the Balsam Valley tip lands!



## GOLD STAR FAMILY HISTORY & HOSPITALITY HOUSE

Wreaths Across America hosted 14 Gold Star Families in 2023 from more than eight states in the renovated bed and breakfast. In March, a special gathering of Vietnam Veterans was held at the house in the COL Roger Donlon Vietnam Veteran Parlor. The group spoke about their own service and how their lives have been shaped by it. The discussion was recorded and shared in a "Serve + Succeed" series on Wreaths America Radio.



# *Remember* the Fallen...

## 2023 ESCORT TO ARLINGTON

The annual escort to Arlington National Cemetery kicked off on Saturday, Dec. 9, 2023. 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. 16 – National Wreaths Across America Day.**



For the 9<sup>th</sup> year, Chevrolet generously provided the wrapped escort vehicles. Participants included Gold Star and Families Blue Star Families, volunteers, and veterans representing many eras and local Veteran Service Organizations such as the VFW, American Legion VFW Auxiliary, and the American Legion Auxiliary. Members of the Patriot Guard Riders, Patriot Riders and law enforcement from departments across Maine and other states along the route provided escort to ensure safe transport for all participants throughout the week.



Details for the 2024 escort will be available in July at [wreathsacrossamerica.org/arlington-escort-information](https://wreathsacrossamerica.org/arlington-escort-information).

# 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 nationwide.
- The organization participates in veterans’ events throughout the year, including many broadcasted LIVE with Wreaths Across America Radio.
- Through our Group Sponsorship program, WAA has helped other nonprofits, such as the Civil Air Patrol, local VFWs and American Legions, raise funds for their community and program needs. **In 2023, \$3.3 million was given back to these organizations!**
- By regularly sharing the stories of service, sacrifice and success across all our owned channels, WAA honors the lives of those currently serving and their families.
- WAA is a commemorative partner of The United States of America Vietnam War Commemoration. Through this partnership, WAA Welcome Home Vietnam Veterans at the National Museum and Mobile Education Exhibit events nationwide.



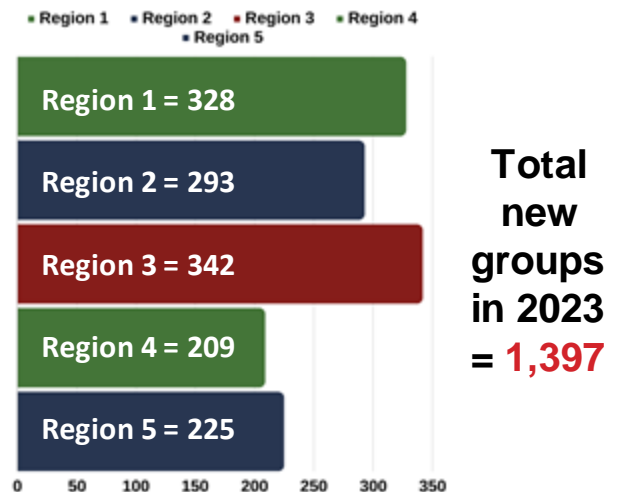
## SPONSORSHIP GROUPS

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

Through our Payback 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.

**\$25M+** Has been given back since 2007.

## NEW Sponsorship Groups



# Teach the next generation

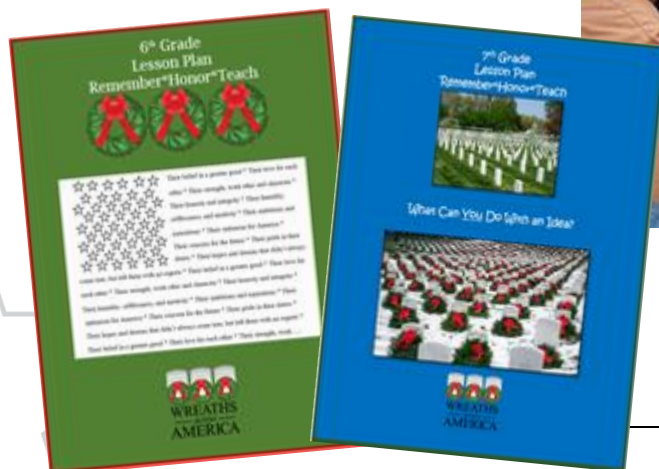
## New TEACH Program

Keeping with the 2023 theme, “Serve and Succeed,” and the organization’s commitment to teach the next generation the value of freedom through stories of courage and character, we were proud to see huge growth in our TEACH program.



This program has become wildly popular with professional educators and homeschoolers, with **more than 11,412 downloads in 2023** on Teachers Pay Teachers. The most downloads were for American Indian Heritage Month, Patriots’ Day, and Veterans Day. In 2023, we also launched the new quarterly newsletter, “Teaching Times.” Currently, **more than 14,000 active subscribers** are receiving this content.

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



# Teach the next generation

## MOBILE EDUCATION EXHIBIT (MEE)



In 2023, the MEE attended 168 events in 24 states and hosted over 17,697 visitors during these events; 2,327 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.

**2,327**  
Vietnam Veterans  
"Welcomed Home"





# Growth by Region

## REGIONAL LIAISONS

**Region 1 Liaison Team**  
Terra Delong & Emily Carney  
207-578-6277  
[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)

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**Region 2 Liaison Team**  
Miesa Bland & Janelle Eveld  
207-578-6283  
[region2@wreathsacrossamerica.org](mailto:region2@wreathsacrossamerica.org)

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**Region 3 Liaison Team**  
Stephanie Molina & Ana Diaz  
207-578-6287  
[region3@wreathsacrossamerica.org](mailto:region3@wreathsacrossamerica.org)

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**Region 4 Liaison Team**  
Amber Rocha & David Koskelowski  
207-578-6284  
[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)

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**Region 5 Liaison Team**  
Tiffany Lynch & Annie Brooks  
207-578-6289  
[region5@wreathsacrossamerica.org](mailto:region5@wreathsacrossamerica.org)

## LOCATION TYPES

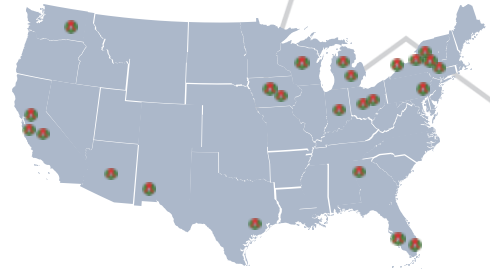
Family	86	Other	163
Memorial	135	Private	284
Military	44	Public	1299
Municipal	1261	Religious	690
National	153	State	99
NPS*	10	<b>Total</b>	<b>4,224</b>

\*National Park Service (NPS)



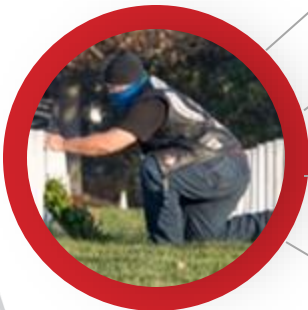
# Celebrating Location Coordinators

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



<b>Al Delsid</b> Cloverdale, CA	<b>Emma Johnson</b> Charleston, WV	<b>Marian Hollowell</b> Woodstock, CT	<b>Ronalee Klase</b> St. Petersburg, FL
<b>April Melo</b> South Hampton, NH	<b>Georganna Monk</b> Boyne City, MI	<b>Mark Turner</b> Gilroy, CA	<b>Rosemarie LaPietra</b> Rochester, NY
<b>Carolyn Langlais</b> Moosup, CT	<b>Jim Tucker</b> Yorba Linda, CA	<b>Micaela Chisum</b> Morris, OK	<b>Scott deMasi</b> Humble, TX
<b>Christina Hammac</b> Caro, MI	<b>John Neider</b> Coatesville, PA	<b>Michael Abrams</b> Jacksonville, AL	<b>Sunshine Tartter</b> Wappingers Falls, NY
<b>Christine Yates</b> Glen Gardner, NJ	<b>Judye Sinclai-Leczal</b> Bloomfield, NM	<b>Michael Lapeirre</b> Greensboro, NC	<b>Sunsan Long</b> Monroeville, OH
<b>Clarence Halterman</b> East Stroudsburg, PA	<b>Karen Zook</b> Port Saint Lucie, FL	<b>Mike Dalmazzi</b> Charlestown, RI	<b>Tammy Williams</b> Danville, IL
<b>David Eckel</b> Junction City, KS	<b>Kathy Blackburn</b> Medina, NY	<b>Queen Williams</b> Salisbury, NC	<b>Toni Brown</b> Gillette, WY
<b>David Meyer</b> Concordia, MO	<b>Kim Armstrong</b> Succasunna, NJ	<b>Rick Wooddell</b> Green Bank, WV	
<b>Debbera Ransom</b> Cheektowaga, NY	<b>Lynn Crowley</b> Independence, MO	<b>Robert Rosier</b> Danbury, TX	
<b>Debra Arner</b> Orefield, PA	<b>Manuela Curran</b> East Brady, PA	<b>Roberta Avery</b> Colchester, CT	

## 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 & Logistics



## 675

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. Ace Relocation, San Jose, CA
3. Westar Moving, Houston, TX
4. Dana Burns, Hebron, OH
5. Turner Falls Municipality, Turner Falls, MA
6. Interstate Van Lines, Springfield, VA

## 332+

Number of trucking companies



## Crowley, Matson Navigation Co., and Old Dominion Freight

transported wreaths via ocean vessel

## 8 Cross Docks



1. NFI- Greensboro
2. McGuire Moving and Storage- St Louis
3. Total Transportation- Richland, MS
4. Dirks Moving- Phoenix
5. New World Van Lines- Phoenix
6. Ace Relocation- Phoenix
7. Ace Relocation- San Jose, CA
8. Golden Services- Fife, WA



To find a complete list of **Honor Fleet** members visit [wreathsacrossamerica.org/trucking](http://wreathsacrossamerica.org/trucking).

## Honor Fleet & Logistics

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

4 D's Trucking Inc.  
AAA Cooper Transportation  
Allen Lund Company  
ALS Van Line Service, Inc.  
American Central Transport  
ARI-Logistics  
Arpin Van Lines  
ATA-Share The Road  
Bay & Bay Transfer  
Baylor Trucking  
Best Cartage, Inc.  
Bestway Express Inc  
Bose Corporation  
Boyd Bros. Transportation Inc  
Bozzuto's Inc.  
Britton Transport  
C.H. Robinson Worldwide, Inc  
C.R. England, Inc.  
Cargo Transporters Inc  
Carter Express (Carter Logistics)  
Central Oregon Truck Co. Inc.  
Cianbro Corporation  
Covenant Transport  
Crete Carrier Corporation  
D.M. Bowman  
Dart Transit Company  
Don Hummer Trucking Corporation  
Dutch Maid Logistics  
Dysart's Transportation  
Earl L. Henderson Trucking  
Epes Transport System, Inc.  
Estes Express Lines  
Fikes Truck Line  
Freymiller, Inc.  
G&P Trucking  
Garner Transportation Group  
Gordon Trucking, Inc.  
Grand Island Express  
Halvor Lines, Inc.  
Hannaford Supermarkets  
Harris & Sons Trucking  
Hartt Transportation Systems, Inc  
Hirschback Motor Lines  
Hiway Plus Trucking



Hoekstra Transportation, LLC.  
Jagtrux, Inc.  
John Christner Trucking  
Kennesaw Transportation, Inc  
Koleaseco Inc.  
Lawrence Transportation Company  
Litmax Lines Inc  
Load One LLC  
Lone Star Transportation  
McGuire Moving and Storage  
Midwest Run Inc  
Miller Truck Lines  
Motor Carrier Service Inc.  
NEMF  
Oakhurst Dairy  
Perdue Transportation  
Poland Spring Bottling Company  
Portland Air Freight  
Pottle's Transportation  
Pride Transport, Inc.  
Prime Inc  
R.C. Moore, Inc.  
Raider Express  
Roehl Transport Inc.  
Ross Express  
Schneider National  
Skyline Transportation, Inc.  
Supervan Service  
Swift Transportation Co., Inc.  
Tennant Truck Lines  
Titan Transfer, Inc.  
TLD Logistics Services, Inc.  
Total Quality Logistics  
Trucker Charity, Inc.  
Try Hours Expedite  
Tyson Foods Inc.  
U.S. Xpress, Inc.  
Universal Am-Can Ltd  
V&J Strupp Trucking LLC  
Wal-Mart  
Walt's Trucking  
Warren Transport, Inc.  
Werner Enterprises  
Witte Bros. Exchange, 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.



**2023**

3 million veterans' wreaths placed at 4,224 locations by more than 3 million volunteers, a third of whom were children.



# How Volunteers Participated

## 1 Wreath Sponsorship



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 Volunteerism



Help place wreaths on a veteran's grave at any of our 4,224+ participating locations. Involve your friends and family to honor our servicemen, women and families.

## 3 Added New Locations



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 Started Sponsorship Groups



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 Donated 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**  
Charemon A. Davis,  
**Chief Financial Officer**

Karen Diefendorf  
James Farrell  
Kevin Haley  
Lorna Harris  
Col. Daniel M. Leclair (ret)  
Randy Lewer  
Nathan Lewis  
Jenny Lovering  
Daniel Patrick Mead  
Graig Morin  
Ron Sailor  
Dr. Pamela W. Slaven-Lee  
Patrick Simmons  
Debbie Ruane Sparks  
Sarah Worcester

### ADVISORY COMMITTEE:

Duane Belanger  
Michael Calenda  
Scott DeMasi

### BOARD COMMITTEES:

Executive Committee  
Technology Committee  
Finance Committee  
RFP Committee

### EXECUTIVE DIRECTOR:

Karen Worcester -  
**Volunteer**

### FOUNDER:

Morrill Worcester

# Follow the Mission

## NEWSLETTERS

- **Mission Matters** (monthly) 170,885 subscribers; average open rate 34.5%
  - Publicly-facing, it highlights mission-focused content and activities that subscribers can participate in. Provides an opportunity for supporters to stay informed and engaged in the mission all year.
- **Location Connection** (monthly) 11,647 subscribers; average open rate 41%
  - Internal – for registered Location Coordinators and Group Leaders – provides resources and news/events to help them stay engaged with the mission and their community throughout the year.
- **Moving the Mission** (quarterly) 2,571 subscribers; average open rate 22%
  - Public-facing, designed to focus on all things transportation. Provides opportunities throughout the year for logistics companies to get involved.
- **Sponsor Spotlight** (quarterly) 1,625 contacts
  - This newsletter regularly updates WAA's corporate partners about news and activities they can get involved in throughout the year.
- **Teaching Times with Wreaths Across America** (quarterly) 14,146 subscribers; average open rate 26%
  - Started in 2023, this quarterly newsletter focuses on the free lesson plans being developed for youth of all ages and highlights WAA's education partnerships and community collaborations.



**3M+**

Number of Veterans'  
Wreaths Placed



**3M+**

Overall Number of  
Volunteers



**4,224**

Number of  
Participating  
Locations



**6,760**

Number of  
Sponsorship Groups

# The Voice for America's Veterans



**Wreaths Across America Radio** is a 24/7 internet radio station that broadcasts various music, news, and stories regarding American veterans, their families, and the ongoing community work of Wreaths Across America and its local volunteers.

2023 was a big year for Wreaths Radio and included broadcasting live from several big events, including the Camp Legacy Event in May in Washington DC and the Library of Congress!

## Wreaths Across America Radio is becoming the “go-to” media in the military and veterans’ space:

- [Live from the Congressional Medal of Honor Society Citizen Honor Awards](#)
- [Live from the U.S. Army Women’s Foundation Annual Hall of Fame and Scholarship Awards](#)
- [The American Gold Star Mothers Convention](#)
- [The Military Women’s Memorial](#)
- [The American Legion and American Legion Auxiliary Convention](#)
- [Air & Space Forces Association Air, Space, & Cyber Conference 2023](#)
- [AUSA 2023](#)

Read more about our impactful line-up on the next page.





# Wreaths Radio Line-Up

Wreaths Across America Radio now boasts content from 39 outside providers on various topics, including support for mental health issues, military spouses, financial advice, and helpful information for our trucking partners. Read in detail about our shows [HERE](#).

In 2023, Wreaths Radio formed a broadcast partnership with Lonestar Community Radio in Conroe, Texas - which carries a special episode of executive director Karen Worcester's show "Mission Matters" every month. This pilot program has the potential to allow Wreaths Across America Radio to provide content to other stations across the country.

In addition, we have enhanced our "Youth Correspondent" feature by having one of our correspondents, Cadence Smeltzer, interview folks on the Escort to Arlington and provide updates throughout the week.

Wreaths Radio will also continue outreach to military recruiters, highlighting their stories of service and the roles in the military that people may not think of when considering the opportunities.



[VIEW THE FULL LINE-UP HERE](#)



## Where can you listen to Wreaths Across America Radio?

It's everywhere you are.



[www.wreathsasscrossamerica.org/radio](http://www.wreathsasscrossamerica.org/radio)

# The Year-round Mission at a Glance

## JANUARY

New theme announced; Wreath retirement events nationwide; Wreaths Radio Round Table.

## FEBRUARY

80th Remembrance Ceremony for the Four Chaplains; Roll out new veteran-centric shows on Wreaths Radio.

## MARCH

61st Remembrance Ceremony for Tiger Flight 739; Launch new TEACHING TIMES quarterly newsletter.

## APRIL

TEACH youth service project announced; Registration open for 2023 Stem to Stone Races; Kick-off Virtual Convoy fundraiser.

## MAY

Camp Legacy event in DC Welcoming Home our Vietnam Veterans; MEE national tour stops at American Gold Mother's National Convention.

## JUNE

Flag Day lesson plans; MOUs signed with Military Women's Memorial Foundation and Patriot Guard Riders.

## JULY

Giving in July; Mobile Education Exhibit mid-year update; Annual Stem to Stone three-day event in Maine.

## AUGUST

Back-to-school lesson plans; MOU signed with American Legion Auxiliary.

## SEPTEMBER

National flag waving on 9/12; Wreaths Radio named official radio station of Farmersville, Texas.

## OCTOBER

Open lanes announced for 2023; Escort to Arlington schedule announced.

## NOVEMBER

2023 Heroes Cup Campaign kick-off with MISSION BBQ; 2024 MEE tour announced.

## DECEMBER

Week-long escort to Arlington; Annual DC + Long Island appreciation dinners; National Wreaths Across America Day!

**In addition, we had weekly MEE events across the country throughout the year!**



## MOU Partnerships

In 2023, Wreaths Across America was proud to partner with the **American Legion Auxiliary (ALA)**, the **Patriot Guard Riders** and the **Military Women's Memorial Foundation** by signing three Memorandum of Understanding (MOU) agreements. Together, the goal is to build a stronger awareness of each group's common missions while supporting fundraising efforts nationwide.



**ALA** is a community of volunteers serving veterans, military, and their families. Their members also support the mission of The American Legion to improve the quality of life for our nation's veterans. Founded in 1919, the ALA is one of the oldest patriotic membership organizations in the United States. The ALA has been essential in increasing veterans' welfare and rehabilitation nationwide, including participation in the annual National Wreaths Across America Day events.



Founded as a national nonprofit in 2005 to shield families of fallen heroes from those who would disrupt the services of their loved ones, the **Patriot Guard Riders** has grown to include thousands of members across all 50 states.

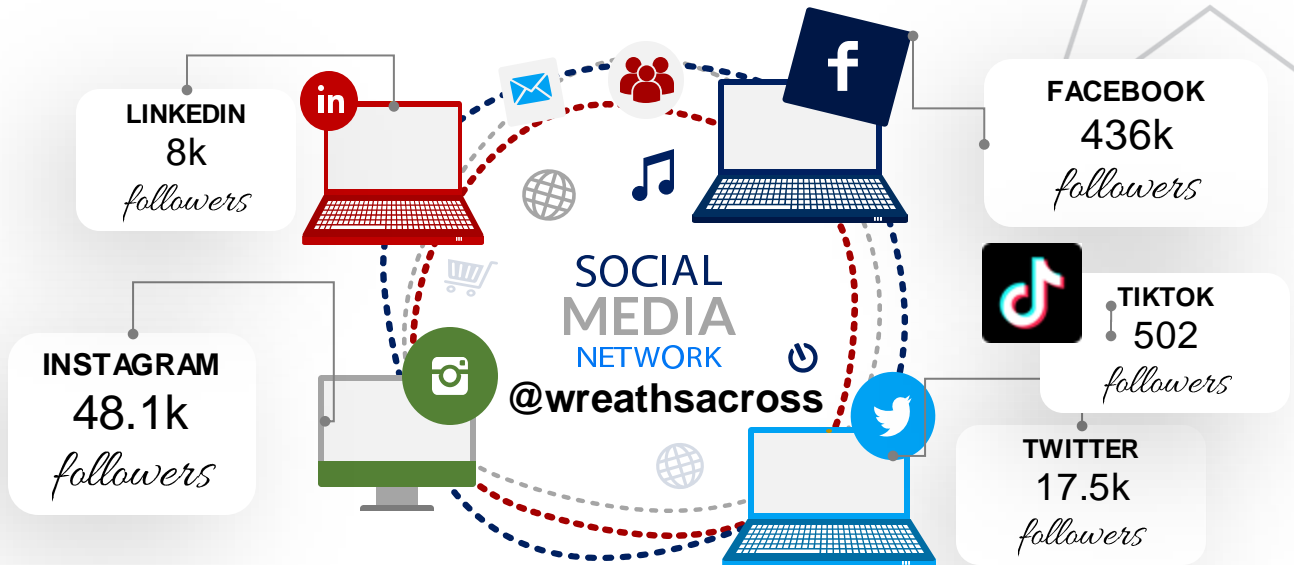
As the organization's membership has grown, so has the scope of its mission. Patriot Guard Riders also honor first responders as well as military veterans. Additionally, the organization has an active Help on The Homefront (HOTH) program, which aids our veterans and their families.

In speaking about the partnership, retired Army Chief Warrant Officer 5 Phyllis Wilson, president of the **Military Women's Memorial Foundation**, said, "... joining forces in support of our common goal—to honor and tell the stories of America's military—is a force multiplier. We're excited to move forward with the Wreaths Across America team on a variety of initiatives that spotlight the extraordinary service of America's military."



"I feel strongly these partnerships will positively impact so many communities across the country," said Karen Worcester, executive director of WAA. "The work of each of these organizations is so important, and to know that we can assist them in their efforts to raise awareness for their mission and necessary funding to continue to support veterans and military families across the country is quite humbling."

# 2023 Media by the Numbers



## TOP EARNED MEDIA EFFORTS

- Wreaths Across America Day
- Escort to Arlington
- Mobile Education Exhibit events
- Volunteer events
- 9/12 National Flag Waving
- MEE National Tour Schedule
- Giving in July Awards
- Wreaths Across America Radio - National Mall events
- Wreaths Across America Radio - Named the official station of a national war hero’s hometown
- New theme announcement
- Human interest stories: Uvalde, TX receives donation; and Youth Location Coordinator
- Clemente Honored in Puerto Rico

## 2023 Earned Media

**56,700**

**2023 Media Articles**  
(local and National)

**28.1 Billion**

**2023 Media Impressions**

# Corporate Sponsors

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

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

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

AMERICAN LEGION | FASTPORT

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

ATMOS ENERGY | CHAMPION WASTE AND RECYCLING | CROWLEY CARES | PENSKA  
PILOT FLYING J | TENSTREET | TRIWEST | USAA

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

CENTRAL STATE MANUFACTURING | COMCAST CABLE | THE FRAN HAASCH LAW GROUP | JP MORGAN CHASE DC  
LEIDOS | MATSON | NAIT | TRUIST

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

BAE SYSTEMS | BRYAN BUILDERS | CAE USA | DOMINION ENERGY | EVERSOURCE | EZ CLAW | NORFOLK SOUTHERN | ISENPAI  
ODYSSEY PERNOD RICARD | QTS DATA | RE[UBIC NATIONAL DISTRIBUTING COMPANY | SERVICE AIRCORPS  
SUBARU | T MOBILE | T ROWE PRICE | WABASH

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

ADB COMPANIES | AF GROUP | AIRECO | ALDRICH FOUNDATION | ALKERMES | AMAZON | AMERIHEALTH CARITAS  
AMERIPIRISE ARAMARK | ASCEND CARES FOUNDATION | ATAC | AVALON RISK MANAGEMENT | AVERITT | BANK OF AMERICA  
BCB TRANSPORTATION | BECHTEL | BENNETT | BOEING | BRISTOL MYERS SQUIBB | BROWN DOG TRUCKING | C1 | CAE  
CAESARS ENTERTAINMENT | CALIFORNIA FOP | CAPGEMINI | CGI FEDERAL | CENTURION | CLEARWATER PAPER  
COURAGE AND SACRIFICE | COX | DAY & ROSS | DELIOTTE | DICK'S SPORTING GOODS | DIGNITY MEMORIAL DISCOVER  
DISNEYLAND RESORTS | DRAGADOS-FLATIRON JOINT VENTURE | DUIT | ECOLAB | EDL ENERGY | ELEMENT FLEET  
MANAGEMENT | ENTERPRISE HOLDING | EXTRA SPACE STORAGE | FARMERS INSURANCE | FERGUSON | FIRST ENERGY  
FIRST NATION GROUP | FISERV | GEICO | GENERAC | GUIDEHOUSE | HALEON | HAMPTON BAY AMERICAN LEGION | HMS HOST  
HONDA MANUFACTURING OF INDIANA | IDEMIA | KALMAN AND COMPANY | KEY BANK | LINCOLN PROPERTY COMPANY  
L3HARRIS | MAXISIQ | M.C. DEAN, INC | MCGUIREWOODS LLC | MDUBB FINANCIAL | MERCALIS | MICROSOFT | NESTLE  
NUSS | OLYMPUS | OPTUM | PALM BAY INTERNATIONAL | PENN STATE HEALTH | PALO ALTO NETWORKS | PENN TERMINALS  
PINNACLE FINANCIAL PARTNERS | PIZZA FACTORY | QOVO | RECORDED FUTURE | REPUBLIC AIRWAYS | RICOH USA | RIVERS  
CASINO PORTSMOUTH | RSM | RYDER | SAMSARA | SAMSUNG | SANTANDER CONSUMER USA | SCA HEALTH | SENNINGER  
SCI | SERVICE AIR CORPOS | SHOOSHAN COMPANY | STEAMPUNK | SUBARU | TEKSYNAP | TEJON INDIAN TRIBE | TERADATA  
TEXTRON | TINKER FEDERAL CREDIT UNION | TOLEDO REFINING COMPANY | TRANSNOW LOGISTICS | TRIBE STAFFING  
TRI-NATIONAL | TRISTAR FREIGHT | UNIFIRST | US STEEL | VULCAN MATERIALS | VSO INC | WOLFSPEED



# Financials

## Total Functional Expenses



- Program-\$27,408,914
- Administrative-\$2,725,249
- Fundraising-\$503,356



## PAYBACKS

2023

**\$3.3 million**

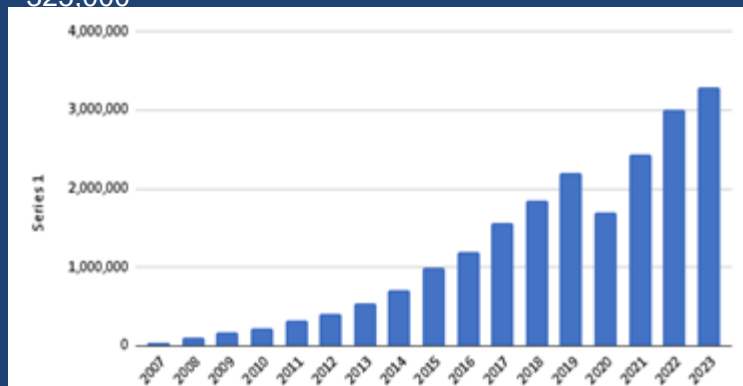
Since  
2007

**\$25 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	2016 - 1,200,000	2020 - 1,700,000
2008 - 106,000	2013 - 540,000	2017 - 1,565,000	2021 - 2,445,000
2009 - 164,000	2014 - 716,000	2018 - 1,850,000	2022 - 2,700,000
2010 - 220,000	2015 - 990,000	2019 - 2,200,000	<b>2023 - 3,000,000</b>
2011 - 325,000			



# Executive Director

## Year in Review from Karen – Looking Ahead!

Every year, I am humbled by the incredible dedication and commitment of our volunteers and staff and the continued growth of the impactful year-long programs we've created. The pages of this report details the milestones and successes of the year, and as we reflect as a team on the accomplishments made in 2023, it helps empower us to dream even bigger for 2024.

The TEACH initiative continues to grow steadily and through this, we embrace this year's "Live with Purpose" theme to use the examples of our "Serve and Succeed" triumphs to help educate the future generations and instill pride in our country, our lives, our heroes and our freedom. How do we instill appreciation in our youth? We **live with purpose** because our children are watching. They watch as we take our mission into their communities, sharing stories of heroism and history and the great responsibility we must take to preserve our freedom. We engage with our children with our hands-on service, using living as an example. We teach through an educational curriculum designed to meet them where they are now and show them where we came from. We want them to feel a personal connection with those who have served through our year-round engagement opportunities supporting veteran and civic causes and feel rewarded and humbled by the unique healing that comes from giving of oneself for the greater good. Living with purpose is truly a mindset.

When you live with purpose, you find your passion. And regardless of what others may say to distract us from that purpose, we must continue to act and work without wavering to achieve our mission. Through your support and the support of so many others across the nation, we can continue to serve and succeed and ensure that no hero is ever forgotten.

Our successes far exceed the numbers outlined in this report. It's not easy to describe the feelings of Wreaths Across America Day and what it means to be part of the growing WAA family. But once you've experienced it, you know. And whatever your "why" may be, let it inspire you to live with purpose in 2024.



**Karen Worcester**  
EXECUTIVE DIRECTOR

With gratitude,

A handwritten signature in cursive script that reads "Karen Worcester". The ink is dark and the signature is fluid and elegant.

Karen Worcester, Executive Director

## 2024 Theme: Live with Purpose

This year's theme, "Live with Purpose," draws inspiration from the remarkable stories of volunteers whose impactful work in their communities is a beacon of inspiration for all. Executive Director Karen Worcester shared her thoughts on why this theme is so important, "over the course of the last year, and then especially on the escort to Arlington last December, I listened to people who had gone through great adversity, and they'd taken that adversity and turned it around as a call-to-action to spend the rest of their lives making sure that every day was meaningful and that they lived with purpose."

As part of this year's theme, starting in February, WAA will be sharing a monthly video series and corresponding lesson plans which ties to the ten bouquets that make up a veteran's wreath – these are the ten attributes or characteristics that WAA believes define our nation's servicemembers – a symbol of honor, respect and victory.





# Contact Us



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### SOCIAL MEDIA



**NATIONAL WREATHS ACROSS AMERICA DAY**  
**SATURDAY, DEC. 14, 2024**