



WREATHS *across* AMERICA

# FINANCE PROCESSES

## FAQs for Volunteers

Wreaths Across America

2024

# 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 Faster Order Processing

- **DO** use the direct link for a Sponsorship Group or Location when ordering online. We want you to get credit for your hard work!
- **DO** ensure all checks are made payable to Wreaths Across America, mail them within 30 days of the check date(s), and in small batches.
- **DO** include with checks an approved WAA Order Form or Tally Sheet with the Group ID and Location ID typed in the required sections. Keep a copy of the Order Forms or Tally Sheets prior to mailing (do not copy checks).
- **DON'T** mail cash. A better alternative is to deposit the cash and write a check or place the sponsorship online through your group or location page.
- **DON'T** use colored ink. Black ink is easiest for our scanners to read.
- **DON'T** use staples or paperclips. They can't be scanned and require manual removal, slowing the processing time.

*Only use the approved WAA order forms for mailed orders. Find them on the [Volunteer Resource Page](#) under Order & Notification Forms.*



# Grant Requests

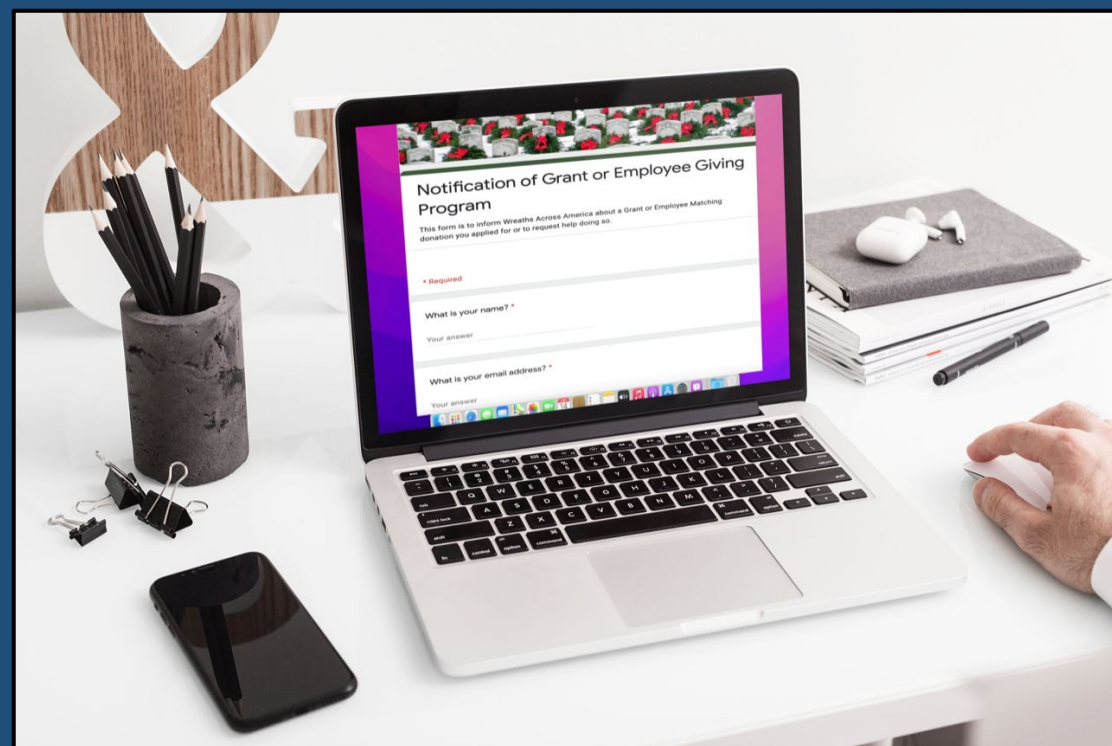
Prior to using the WAA Tax ID Number to solicit grants for your group and/or location, you **MUST** notify Wreaths Across America by completing the Grant or Employee Giving Notification Form, found on the [Volunteer Resource Page](#).

## 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?

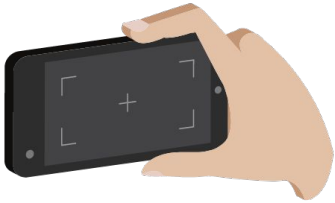
When you email the WAA grants team to help you solicit a grant, you will provide them with the Group ID and Location ID to be credited.



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# Facebook Fundraisers

After completing a Facebook Fundraiser for your group and/or location, you **MUST** notify Wreaths Across America to get credit for your efforts by completing the Facebook Fundraiser Notification Form, found on the [Volunteer Resource Page](#).



## **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 Meta Fundraisers have closed, funds will be transferred from your fundraiser to the Network For Good, who transfers the funds to Wreaths Across America. It can take a couple of months to get funds to Wreaths Across America, as disbursements from Meta are done monthly.

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# Employee Matching and 3rd Party Payers

When soliciting Employee Matching Programs or 3rd Party Payers, such as Benevity or Fidelity, you **MUST** notify Wreaths Across America by completing the Grant or Employee Giving Notification Form, found on the [Volunteer Resource Page](#).  
*We want your group and location to get credit for your efforts!*



## 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

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# 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.




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# WAA Financials

WAA Financials can be found by visiting: <https://www.wreathscrossamerica.org/About/NonProfitInformation>

**Total Functional Expenses Per Year 2021 990:**



Category	Amount
Program	\$26,757,129
Management / General	\$3,665,070
Fundraising	\$843,396

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

- When a sponsor contributes funds to Wreaths Across America through the sponsorship of veterans' wreaths, the sponsorship always places a veterans' wreath first, with the organization's programs and administrative costs operating on the margin remaining.
- Total WAA nationwide staff is less than 45 full-time employees. The Executive Director and Chairman of the Board are both volunteers.
- National Wreaths Across America Day and other events are made possible thanks to 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 transportation companies offering equipment, fuel and staffing, make it possible for the organization to transport wreaths all over the country.

**DOWNLOADABLE ASSETS**

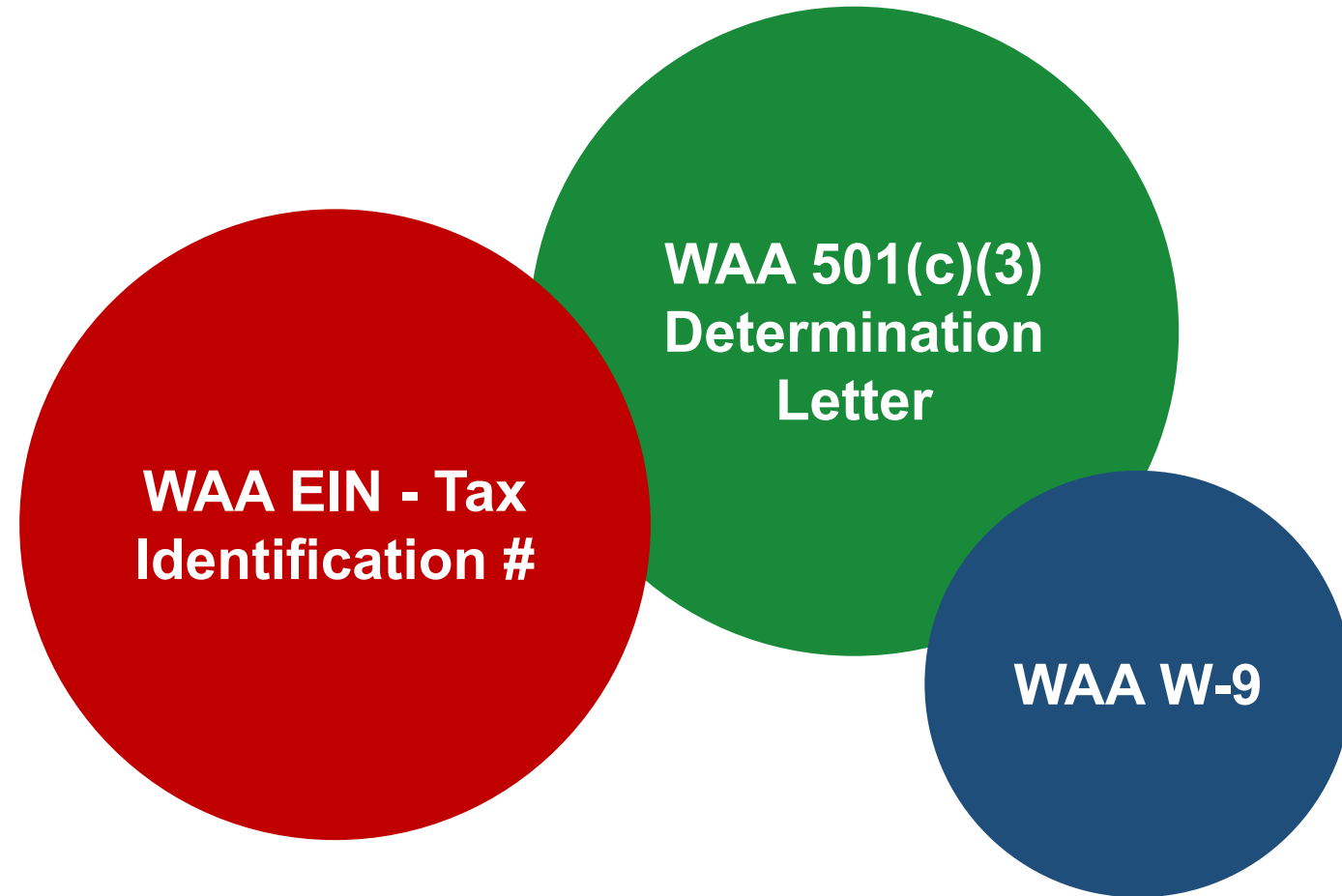
[501\(c\)\(3\) Determination Letter](#) [501\(c\)\(3\) Determination Letter 2018](#) [2024 Signed W-9](#) [WAA 2022 Annual Report](#)

**ANNUAL INFORMATION**

Please note that since Wreaths Across America is currently on a fiscal year and not a calendar year, the 990s listed below will have the beginning of the fiscal year as the tax return year (i.e. June 30, 2022 will show as 2021 990). This will be changing starting December 31, 2022.

**CLICK TO DOWNLOAD 990S BELOW**

FISCAL 2020      FISCAL 2021      FISCAL 2022



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# Tax Receipts and In-Kind Donations


Your community wants to help. We can provide them with a Tax Receipt or In-Kind Donation Form!

**Does a local business or sponsor need a Tax Receipt or In-Kind Donation Form?**

**Email the details to 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: \_\_\_\_\_

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# Direct vs Indirect Sponsors

To stay in compliance with federal regulations, the name that is attached to a Wreaths Across America sponsorship will always match the billing information for the form of payment used on the order.

## 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.*

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# 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 February through October. Mailed orders received November through 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 work 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.



# How Many Wreaths Do You Have?

Reach out to your Regional Liaison Team if you have questions about an order!



## RESULTS

2024 SO FAR

1,035 Wreaths Sponsored

5.7% to Goal

16,965 To Go!

Online  
Orders  
Process in  
24-48 hours

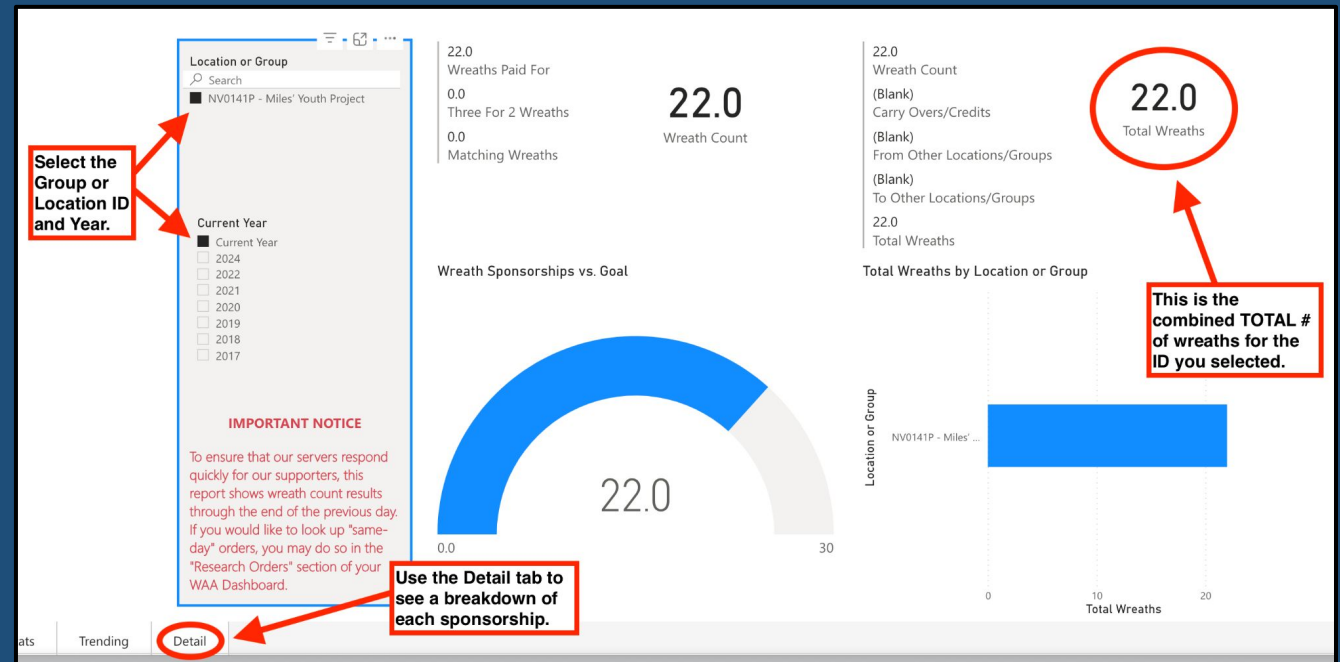
Mail  
checks to  
WAA-HQ  
within 30  
days

## 3 Places to View Orders

**Wreath-O-Meter:** Shows a live count of orders received.

**Wreath Count Report:** Is not live and syncs every 24 hrs during scheduled overnight system updates.

**Research Orders:** Shows a live count of orders received and is where you can individually thank each sponsor.



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# NEW Cutoff Dates for 2024!

The November Educational Webinar goes into detail about what to expect for Cutoff this year. Mark your calendars!



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## 2024 NEW CUTOFF DATES

### REGION 1

DECEMBER 3RD  
AT 11:59PM EST



### REGION 2

DECEMBER 3RD  
AT 11:59PM EST



### REGION 3

DECEMBER 2ND  
AT 11:59PM EST



### REGION 4

NOVEMBER 29TH  
AT 11:59PM EST



### REGION 5

DECEMBER 3RD  
AT 11:59PM EST



- ★ **While we accept sponsorships all year round, the last day that wreaths are guaranteed for delivery is the Cutoff Date.** Sponsorships received after the Cutoff Date are not guaranteed for delivery this year, but we will do our best to get them on the truck for shipment. Any wreaths that don't get delivered for placement this year will be added as a credit for the location for next year, giving them a head start for 2025!
- ★ **To give you as much time as possible to gather checks, we will email you a Cutoff Form a week before the Cutoff Date and you will fill out only if needed.** It works similarly to an IOU by letting us know you have sponsorship funds on hand, will be mailing them to us within a week of Cutoff, and want them included in the wreath shipment for the location this year.
- ★ **We always recommend making copies of the Tally Sheets and Order Forms that you mail in to help you track the processing of orders.** To submit a Cutoff Form, you will be required to upload a copy of the Tally Sheet or Order Form.
- ★ **Grave Specific Requests are not accepted on Cutoff Forms.** Mailed Grave Specific Requests must be manually added to the Grave Specific Report on your Dashboard before Cutoff.

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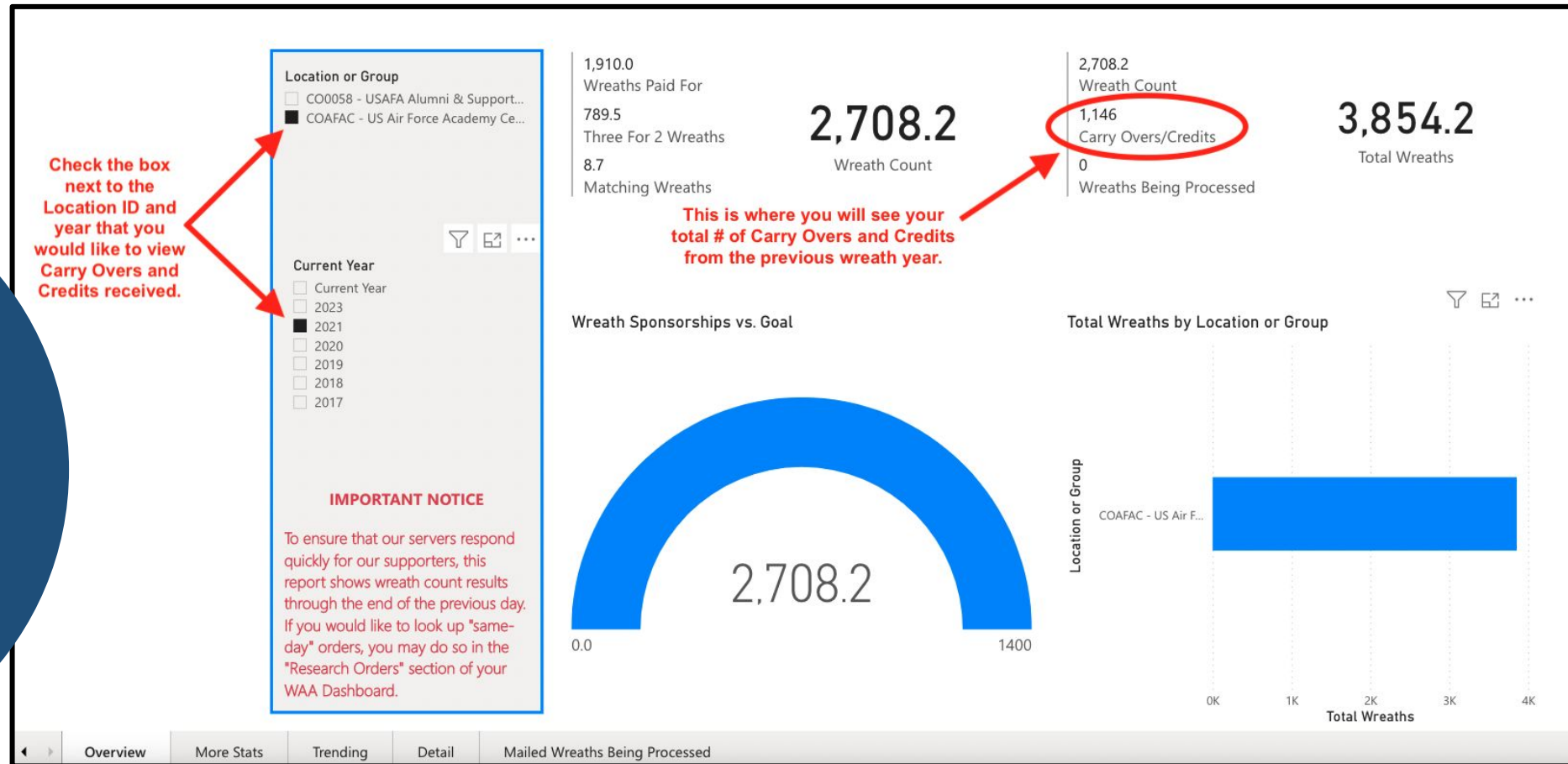


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# Carry Overs and Credits

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!



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# Payback Checks

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

\$5 Back Groups receiving more than \$600 in payback checks may receive Form 1099 for tax purposes.

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!

A current W-9 is required for \$5 Back Groups and must include EIN or SSN, an entity type, this year's date, and a signature.

When forms are submitted correctly, orders process more quickly!

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# Liability Insurance Requests

If you need Proof of Liability Insurance for a WAA Event, contact your Regional Liaison Team with the details of your event so 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!*



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# WREATHS *across* AMERICA

## Regional Map

### Region 1 Liaison Team

Terra Delong & Emily Carney

207-578-6277

[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)

### Region 2 Liaison Team

Miesa Bland & Janelle Eveld

207-578-6283

[region2@wreathsacrossamerica.org](mailto:region2@wreathsacrossamerica.org)

### Region 3 Liaison Team

Stephanie Molina & Ana Diaz

207-578-6287

[region3@wreathsacrossamerica.org](mailto:region3@wreathsacrossamerica.org)

### Region 4 Liaison Team

Amber Rocha & David Koskelowski

207-578-6284

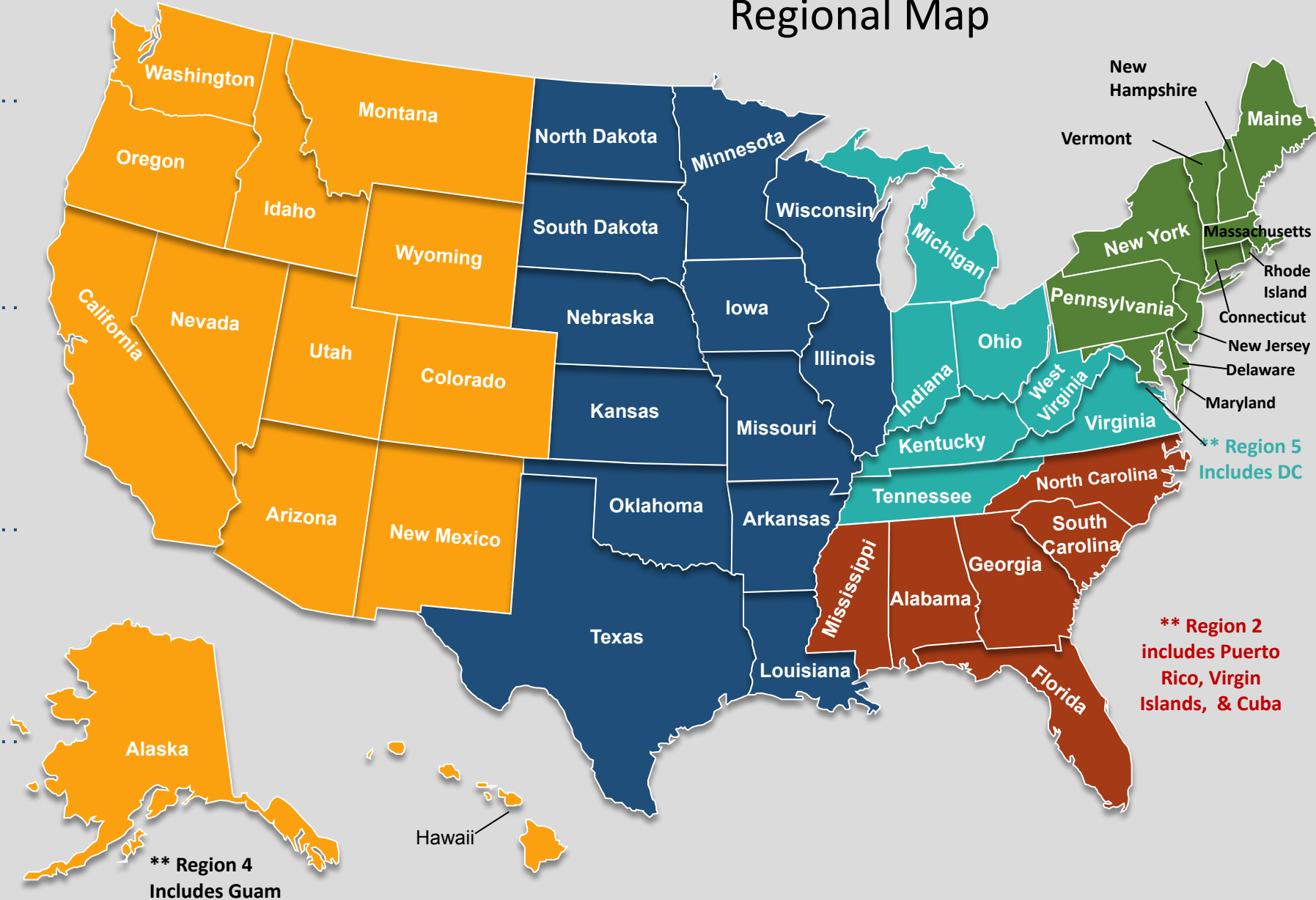
[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)

### Region 5 Liaison Team

Tiffany Lynch & Annie Brooks

207-578-6289

[region5@wreathsacrossamerica.org](mailto:region5@wreathsacrossamerica.org)



# Meet the Locations and Groups Team



**Julie Bright**  
Director of Locations & Groups



**Meagan Erickson**  
Asst. Director of Locations & Groups



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



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



**Richelle Bergeson**  
Finance Liaison



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



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



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



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THANK YOU

Wreaths Across America