

Finance Processes

FAQs for Volunteers



WREATHS *across* AMERICA

Smooth & Secure Order Processing



WE DON'T KNOW THEM ALL,
BUT WE OWE THEM ALL.

 WREATHS *across* AMERICA

High Volume, High Care

During Wreath Season ,
WAA-HQ receives
thousands of checks daily,
and every order is handled
with care!

Thorough Verification –

Each order goes through
multiple steps to ensure
accuracy, including **data
entry, review, corrections,
deposit, and posting.**

Varied Processing Speeds

Payments made via **PayPal,
Credit/Debit Card,
Checks, and Google Pay**
may post at different times,
but all are processed as
quickly as possible.

Set Up for Success –

Ensuring you only mail
approved Wreath
Sponsorship Order Forms
& Tally Sheets that are
accurate, and legible helps
keep everything running
smoothly with no delays!
*Remember to add your Group
ID & Location ID!*

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, paperclips, or tape. 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.



Incoming Funds & Grant Requests: We're Here to Help!



Expecting a Grant or Business Donation?

If you've worked with a business before and know they'll be sending funds, fill out the **Grant or Employee Giving Notification Form** on the [Volunteer Resource Page](#) so we can **watch for it** and apply it correctly to your Group or Location.

Why It's Important

Businesses often mail checks **without order forms**, making it difficult to assign funds to the right Group or Location. **A quick form now saves time later!**

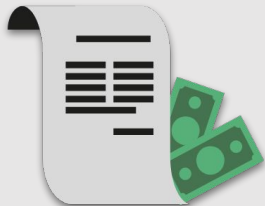
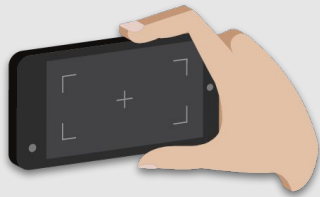
Who Should Complete the Form?

Anyone **requesting grants**, working with **corporate sponsors**, or **expecting funds mailed directly to WAA** should submit the form.

No Delays, No Hassle!

Completing this step **prevents order corrections**, ensures your Group or Location **receives credit quickly**, and keeps everything running smoothly.

Facebook Fundraisers: Let's Make It Count!



Running a **Facebook Fundraiser** is a fantastic way to rally support for your group or location while spreading awareness for the Wreaths Across America mission.

Once your Facebook Fundraiser for your group or location is complete, **follow these steps** to ensure credit for your efforts:

Take an 'After' Photo!

Capture the fundraiser name and amount raised by taking a screenshot or photo with your phone.

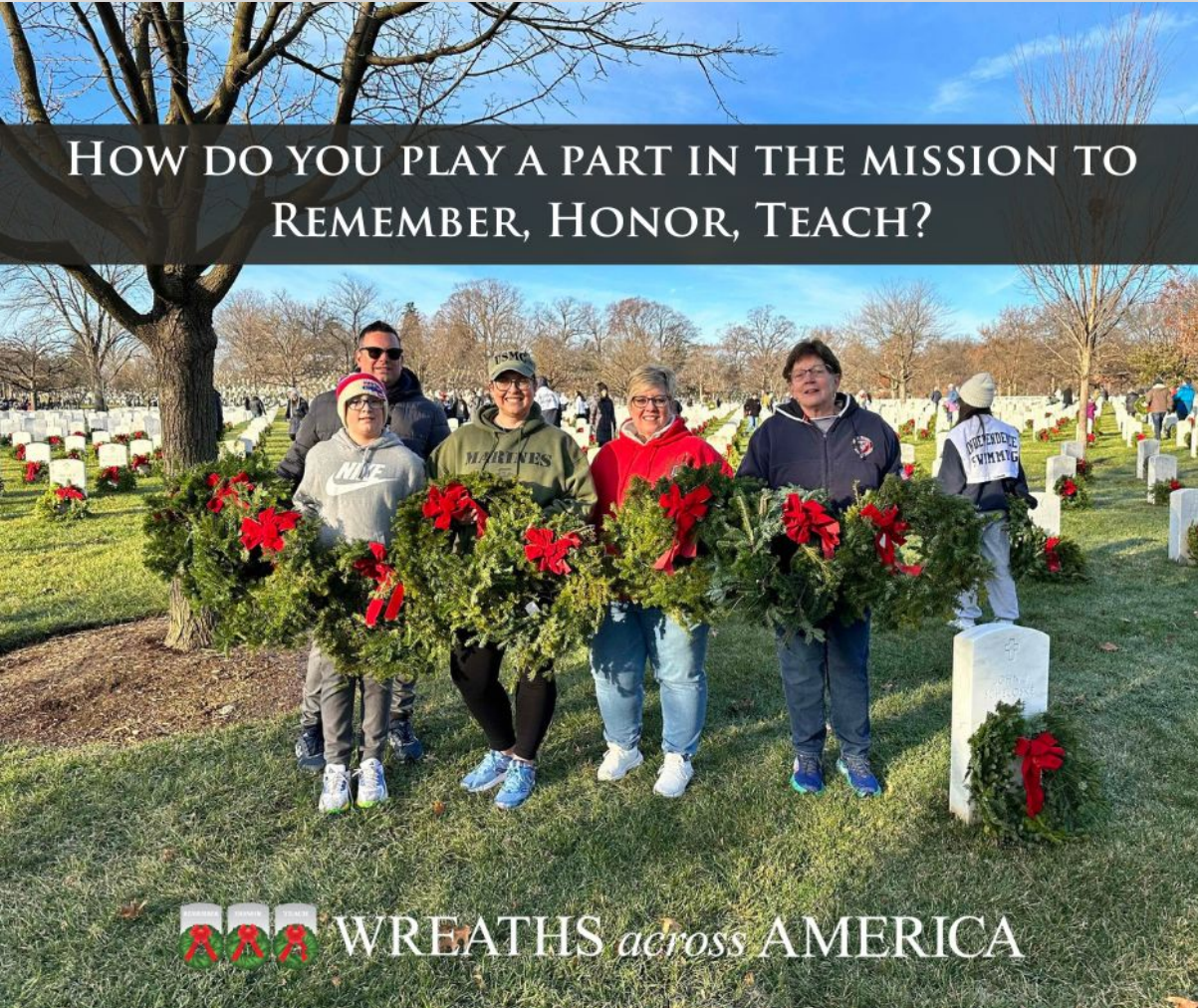
Fill Out the Facebook Fundraiser Form

To make sure your group or location gets credit, complete the Facebook Fundraiser Notification Form on the [Volunteer Resource Page](#).

Funds Disbursement

After your Meta Fundraiser closes, the funds will be transferred to Network for Good, who will then send them to Wreaths Across America. It may take a couple of months for the funds to arrive, as disbursements from Meta are done monthly.

Employee Matching & 3rd Party Payers: Double the Impact!



When soliciting **Employee Matching Programs** or **3rd Party Payers** (like Benevity or Fidelity), we want to ensure your group and location receive credit for every effort!

To get started, please **notify Wreaths Across America** by completing the **Grant or Employee Giving Notification Form** on the [Volunteer Resource Page](#).

Required Information

Please include details on how the employee giving is 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 Of & In Memory Of: A Meaningful Tribute

A wreath will be placed
in your honor on a Veteran's grave in
conjunction with NATIONAL WREATHS
ACROSS AMERICA DAY this year.

WREATHS across AMERICA
PO Box 249 • Columbia Falls, ME 04623



When sponsoring veteran wreaths **In Honor Of** living veterans or **In Memory Of** a loved one, you have the opportunity to share the impact of your gift with them directly by sending an Honor Card!

What is an Honor Card?

An **Honor Card** is a special physical card sent by Wreaths Across America, letting a friend or loved one know that you made a wreath sponsorship in their name.

Additional Information:

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

Wreaths Across America Financials: Quick Access

NON PROFIT INFORMATION

YOUR \$17 SPONSORSHIP NOT ONLY HONORS AN AMERICAN HERO WITH THE PLACEMENT OF A VETERAN'S WREATHS IN DECEMBER, BUT IT SUPPORTS THE YEARROUND PROGRAM AROUND THE COUNTRY.

Wreaths Across America's yearlong mission continues to grow! Some of our new and existing free programs include:

- TEACH Program with downloadable lesson plans and service-based learning for youth of all ages.
- The Mobile Education Exhibit, a museum on wheels that travels the country sharing the mission and creating free events for the community while serving as a 'Welcome Home' unit for Vietnam War veterans.
- The National Museum and Gold Star Family History & Hospitality House are located at the National Wreaths Across America Headquarters in Columbia Falls, ME. These exhibits offer guests an opportunity to learn more about the mission while experiencing the many stories of service, sacrifice, and success shared with the program over the last 15 years.
- Our Veteran outreach efforts include partnerships with Veteran Service Organizations working to support living veterans and their families, nationwide. We offer resources and access to support and host open discussions about important topics impacting this community via our owned-channels.
- The Remembrance Tree Program is a FREE program that allows individuals to create a replica dog tag for a loved one who served and select a tree to hang that tag. Every three years, the tree will be "tipped" to collect the balsam used to make veterans' wreaths for placement on National Wreaths Across America Day.

TOTAL FUNCTIONAL EXPENSES 2022 990

TOTAL FUNCTIONAL EXPENSES PER YEAR 2022 990



PROGRAM
\$27,408,914

MANAGEMENT /
GENERAL
\$2,725,249

FUNDRAISING
\$503,356

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](#) [2025 Signed W9](#) [2023 Annual Report](#)

ANNUAL INFORMATION

Please note, Wreaths Across America changed its fiscal year accounting period in 2022. The new calendar year began on Jan. 1, 2023, and ended on Dec. 31, 2023. The 990 for the full year 2023 will be available later this year.

CLICK TO DOWNLOAD 990S BELOW

CALENDAR YEAR 2023

[2023 Tax form for Calendar Year Ending Dec. 31, 2023](#)
FISCAL 2021

SHORT-YEAR 2022

[2022 Tax form for short-year July 1, 2022 - December 31, 2022](#)

FISCAL 2022

[Fiscal 2021 Tax form for Fiscal Year Ending June 30, 2022](#)

[Fiscal 2020 Tax form for Fiscal Year Ending June 30, 2021](#)

Visit [WAA Nonprofit Information](#) for key financial documents and learn how your contributions make a difference.

On this page, you can find **Wreaths Across America's EIN Tax Identification Number, Signed W9 Form, 501(c)(3) Determination Letter**, and our **Annual Report**, all of which provide transparency and details on our nonprofit status and financial health.

*It's important to note that Wreaths Across America's EIN is **specific to WAA**, and **no groups or locations** should **use it** as their own.*

How Sponsorships Help:

Every sponsorship **directly funds** the laying of a **wreath** at a veteran's grave on National Wreaths Across America Day each December.

Sponsorships also support WAA's free, year-round programs like the **TEACH** curriculum, **Remembrance Tree** program, **Mobile Education Exhibit**, **Wreaths Across America Radio**, **National Museum** and **Gold Star Family History & Hospitality House**, our **Veteran outreach** efforts, and more, ensuring the mission to remember, honor, and teach continues throughout the year.

Tax Receipts and In-Kind Donations



Your community wants to help – and we’ve got you covered!

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

✉ Simply **email** the details to your **Regional Liaison Team**, and we’ll provide one for you! Here’s what we need:

- ❖ Who made the In-Kind Donation
- ❖ Fair market value of In-Kind Donated items
- ❖ Description of services or items provided
- ❖ Donor’s contact name, email, and physical address
- ❖ Copy of any documents or receipts verifying the In-Kind Donation.

Important Note:

All **online orders** will receive a **receipt via email** once processed.

Volunteers can’t issue tax receipts, but don’t worry – we’re happy to handle that for you!

Liability Insurance Requests



Need Proof of Liability Insurance for a WAA Event? See if we can cover it! Just follow these simple steps:

Does WAA Provide Liability Insurance?

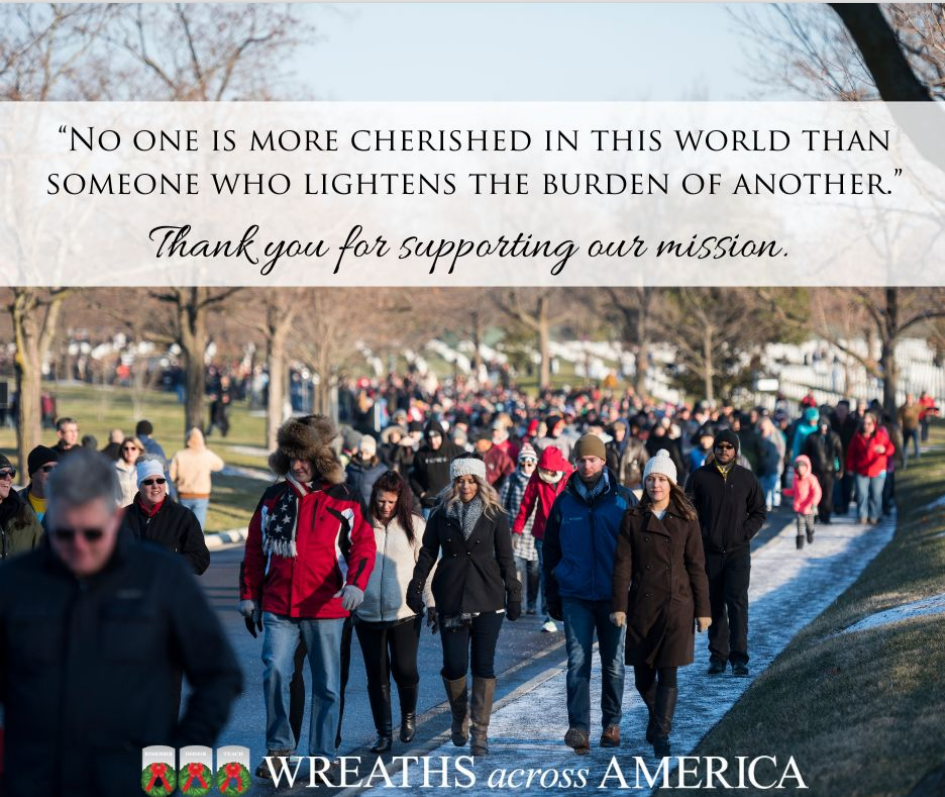
✓ **Yes!** Your National Wreaths Across America Day events are covered under our liability policy.

How Do I Obtain a Copy of Liability Insurance?

✉ **Contact your Regional Liaison Team** with the details of your event. We'll connect you with someone from our Finance Team to assist with your request.

If your event requires underwriting, it can take up to a week to process, so **plan accordingly** to ensure timely delivery!

Direct vs Indirect Sponsors



We’re committed to staying compliant with federal regulations, ensuring transparency for every sponsorship!

What is a DIRECT Sponsor?

A **DIRECT Sponsor** is the **payor** – the name on the check, credit/debit card, Google Pay, or PayPal account.

✦ The **payor name must** match the billing information for the order to be processed correctly.

🇺🇸 Example: If a business credit card is used, the order will show the individual whose name is on the card.

What is an INDIRECT Sponsor?

An **INDIRECT Sponsor** is someone who generously gives money to another person, who then contributes it to WAA on their behalf.

! **Important:** If the name and billing information on the form of payment don’t match, they’ll be classified as an **INDIRECT Sponsor**, even if their name appears on the order form.

How to Get Credit for Sponsored Wreaths

❖ ONLINE ORDERS

- Encourage your supporters to visit your group or location page and click the 'Sponsor Wreaths' button. *This is the quickest way to make a meaningful difference for our veterans!*
- **Secure payment methods:** Credit/Debit Card, Google Pay, or PayPal.
- **Processing time: 24-48 hours.**

❖ MAILED ORDERS

- For mailed orders, sponsors should send a check made out to Wreaths Across America, along with the approved **WAA Order Form**, or you can complete a **Tally Sheet** that includes your **Group ID** and **Location ID** and mail it with their checks.
- **Processing time:**
 - February-October: 3-4 weeks
 - November-January: 8-12 weeks

❖ PHONE ORDERS

- Sponsors can call 877-385-9504 for assistance and provide your Group ID and Location ID.
- **Processing time: 24-48 hours.** *A simple phone call can make a big impact!*

IMPORTANT

For volunteers managing both a Group and a Location: Always direct your supporters to your Sponsorship Group's WAA page to ensure wreaths are credited correctly to your group's plan and placed at your location.

Sponsors have 60 days to make changes if they accidentally place an order incorrectly.

Sponsorship Groups get credit only for orders processed through their group's page or connected member pages.



How Many Wreaths Do You Have?

3 Places to View Orders

- ❖ **Wreath-O-Meter:** Shows a live count of orders received.
- ❖ **Wreath Count Report:** Syncs every 24 hours during scheduled overnight system updates (not live).
- ❖ **Research Orders:** Provides a live count of orders received and allows you to individually thank each sponsor.

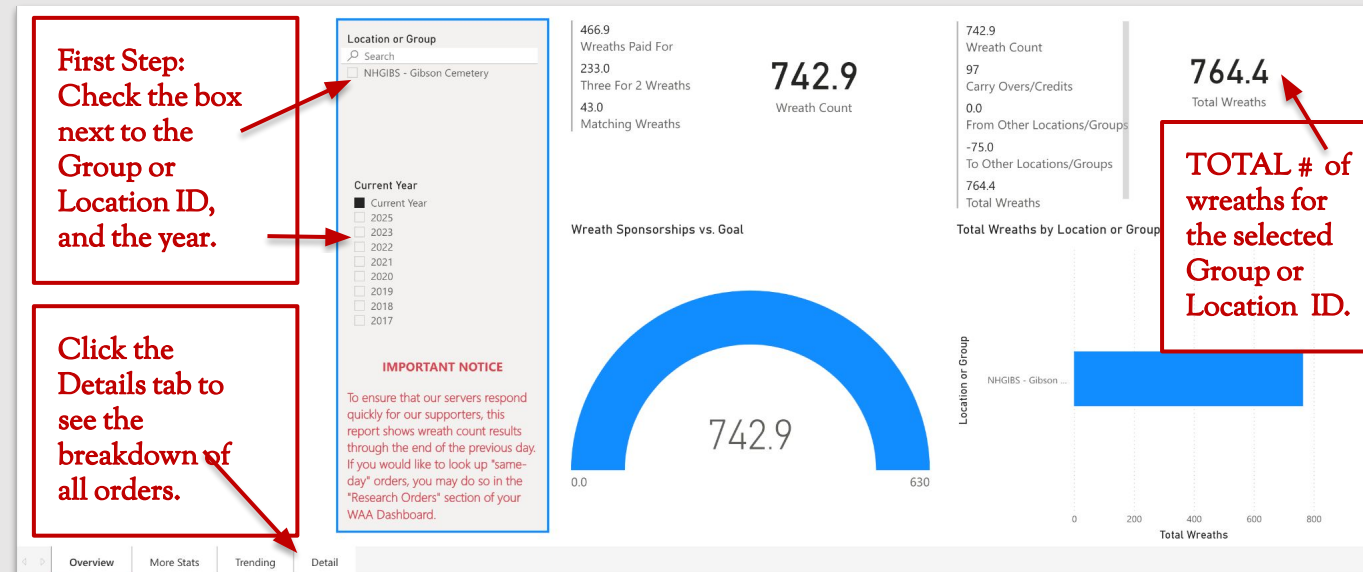
Order Processing Times

- ❖ **Online Orders:** These process quickly and are visible on your Dashboard Reports within 24-48 hours!
 - Promotional wreaths will not appear in the shopping cart prior to checkout. They will be added to qualifying orders after processing is complete.
- ❖ **Mailed Orders:** Processed individually as received; during peak times, they may be added in bulk. Individual details might take 8-12 weeks to appear, especially from November to January.

Manage your WAA account on the Dashboard:

manage.wreathscrossamerica.org

Need Help? Check out our Volunteer Tutorials on the [Volunteer Resource Page](#) or contact your Regional Liaison Team!



Order Tracking & Corrections

Tracking your orders is easy once they've processed! You can view the details on the **Wreath Count Report** or the **Research Orders Report** on your **Dashboard** .

Need Help Locating an Order?

✉ Contact your **Regional Liaison Team** with the following details:

- ❖ Sponsor's name
- ❖ Check # or online order #
- ❖ Dollar amount
- ❖ Check date or date of the online order

Order Corrections

↺ **Wreath sponsorships can only be corrected** by the sponsor **within the 60-day order correction window.**

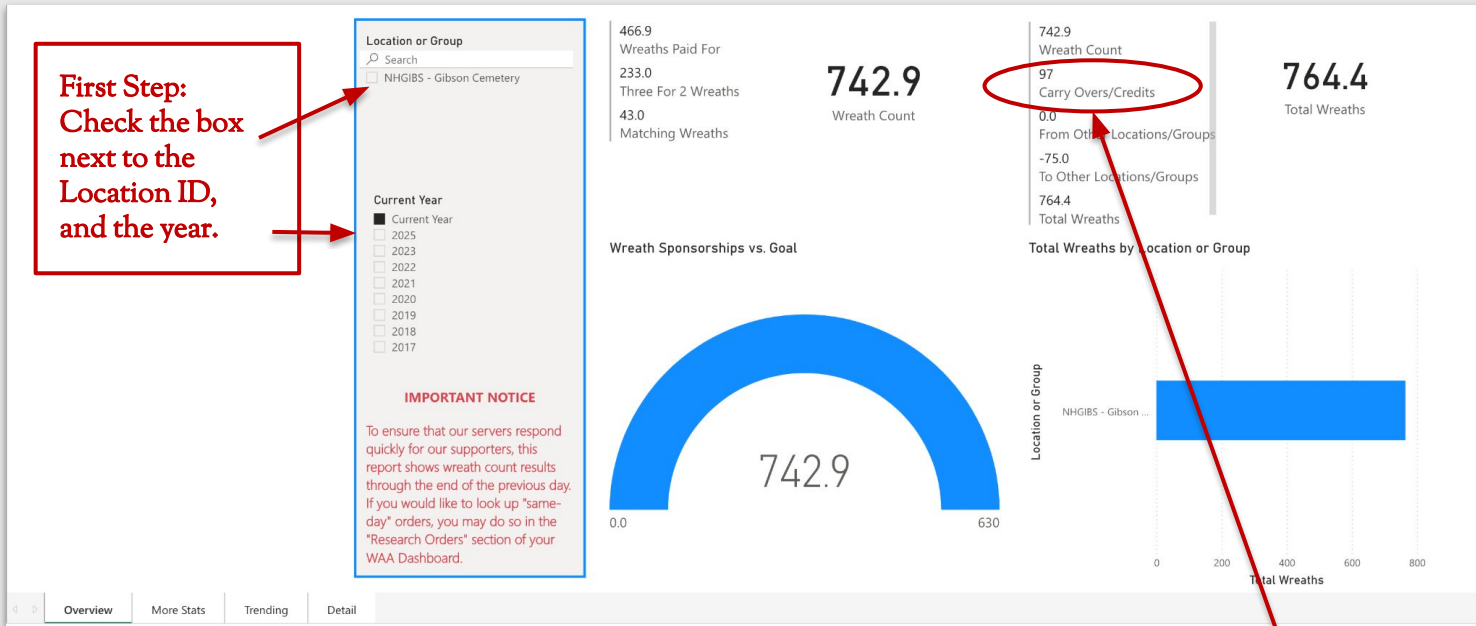
! Important: Volunteers should never contact a sponsor to request a change to their order.

How to Update an Order:

💻 Sponsors should **click the link** in their **emailed receipt** or **call WAA Customer Service** at **877-385-9504** for any updates or corrections.



Carry Overs & Credits



TOTAL # of Carry Overs & Credits from the previous year, for the selected Location ID.

Good news!

Any wreath sponsorships received after the Cut-Off date and not delivered in that year will be **carried over** and credited to the location they were sponsored for, for the following year!

When Can You View Carryovers & Credits?

July 17 Locations can view **Carryovers and Credits** by **mid-May** each year.

Sponsorship Groups do not receive Carryovers and Credits because they receive credit at the time the order is placed.

Payback Checks: A Year-Round Fundraising Opportunity

Earn **\$5 back** for every **\$17 wreath sponsorship** when you **register as a \$5 Back Group** ! This is a great way to fundraise throughout the year.


W-9 Requirement

To participate as a **\$5 Back Group** , you must submit a **current W-9** with:

- EIN or SSN
- Entity type
- This year's date
- Signature

Submitting your W-9 correctly helps your orders process faster—meaning you'll receive your payback funds sooner!

July 17 Payback Check Schedule

 **Payback checks are issued starting on the 15th of each month from February to November.** During slower months, checks may be mailed soon after, but as the season gets busier, issuing the checks can take **30-45 days** to complete. For example, if you have sponsorships in January, your payback check should arrive by mid-March.

This makes the **\$5 Back Program** a great **year-round fundraising opportunity!**

Tax Information

Groups marked as individual, partnership, or LLC on their W-9 will receive a 1099 if their total paybacks for the year exceed \$600.

"ALONE, YOU ARE STRONG, BUT TOGETHER,
YOU'LL BE STRONGER THAN EVER."



WREATHS *across* AMERICA



WREATHS *across* AMERICA



WREATHS *across* AMERICA

Regional Map

Region 1 Liaison Team

207-578-6277

region1@wreathsacrossamerica.org

Region 2 Liaison Team

207-578-6283

region2@wreathsacrossamerica.org

Region 3 Liaison Team

207-578-6287

region3@wreathsacrossamerica.org

Region 4 Liaison Team

207-578-6284

region4@wreathsacrossamerica.org

Region 5 Liaison Team

207-578-6289

region5@wreathsacrossamerica.org





THANK YOU!



WREATHS *across* AMERICA