



# 2024 ANNUAL REPORT

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

### YEAR-LONG MISSION

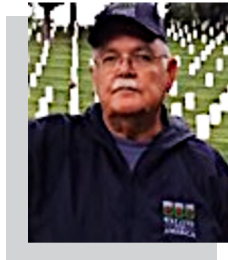
*Remember*  
the fallen

*Honor*  
those who serve

*Teach*  
the next generation  
the value of freedom

## Message from the Chairman

It has been since 2011 that I have had the continued support and respect of the other WAA Board of Directors members to elect me to serve as their Chairman. During each of those years it has been my honor and pleasure to represent WAA in its mission to Remember the fallen, Honor those who serve and Teach the next generation the value of freedom. My position as Chairman was but an example of the dedicated work and efforts of so many others including all of the WAA Board Members, WAA Headquarters' staff, location coordinators, donors, sponsorship groups, trucking partners and millions of volunteers, a third of whom were children, who certainly demonstrated WAA's 2024 theme to "Live With Purpose." Through their combined efforts WAA was able to place more than 3 million veterans' wreaths at over 4,900 locations to thank and never forget the service and sacrifice of our veterans and their families.



**Wayne Hanson**  
WAA BOARD CHAIRMAN

Once again the U.S. Congress passed a unanimous resolution making December 14, 2024, National Wreaths Across America Day, recognizing the 33rd consecutive year of veterans' wreaths being placed at Arlington National Cemetery, which began when Morrill Worcester, our WAA Founder, brought the first truck load of 5,000 wreaths to Arlington in 1992. Through our enhanced operations and dedicated outreach efforts with WAA's curriculum series, we have made remarkable strides in support of the "Live With Purpose" theme by providing exciting educational resources for teachers to use in developing school curriculum for our next generations to understand the value of Freedom. WAA's Mobile Educational Exhibit staff continued touring throughout the country raising awareness for the public to better understand WAA's mission and to recognize and welcome home hundreds of Vietnam veterans.

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.

As we begin looking forward to 2025 and our theme of "Keep Moving Forward," our goal will be to face and overcome any and all challenges we may encounter as an organization, but to also learn from others who have experienced difficulties within their own lives yet have adapted and chosen to keep moving forward to benefit themselves and others.

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

Respectfully,

Wayne Hanson  
Vietnam Veteran, Chairman of the Board of Directors

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## What is Wreaths Across America?



- 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 veteran's wreaths in December, but it supports the year round program around the country.
- The program has grown to include more than four million volunteers, a third of whom are children, and ceremonies are now held in every U.S. State and territory.

### 2024 Theme: Live with Purpose

Wreaths Across America, the national nonprofit whose year-long mission is to Remember the fallen, Honor those who serve, and Teach our children the value of freedom, proudly announces its theme for 2024: "Live with Purpose."

This year's theme, "Live with Purpose," draws inspiration from the remarkable stories of these volunteers whose impactful work in their communities is a beacon of inspiration for all.

Karen Worcester, Executive Director of Wreaths Across America, 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," said Worcester. "For me, to live with purpose is a mindset."*





## 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, **2,900** new replica dog tags were placed in memory of loved ones who served, with more than 20,000 tags throughout the Balsam Tiplands!



### GOLD STAR FAMILY HISTORY & HOSPITALITY HOUSE

Wreaths Across America hosted 31 Gold Star Families in 2024 in the renovation bed and breakfast. We had several Gold Star Family Members visit, tour and stay at the Gold Star House during the Flying Tiger Line Flight Memorial Ceremonies, Stem to Stone, and the Escort to Arlington.

Gold Star mothers Dolly Sullivan and Lorna Harris gave many elementary and middle school students from surrounding towns tours. Over the summer, Lorna Harris hosted a Gold Star Mother from New Jersey and her husband as well as Norma Donlon, widow of Medal of Honor Recipient Col Roger Donlon, and his daughter and granddaughter. Five National Honor Society students and their teacher visited Wreaths Across America from Katahdin High School in Stacyville, Maine. Teachers and students got to tour the house, museum, tiplands for some tree tagging, the Chapel, Lindberg Crate and factory visit with our founder, Morrill Worcester. The Gold Star House was beautifully decorated for Christmas by Gold Star Moms from all over that joined for the escort.

***"I always have a feeling of coming home as if it were my own home, upon entering the Gold Star House it embraces me with, the feel of peacefulness in my soul and warmth in my heart."***



**Current or Past National Presidents or Officers of American Gold Star Mothers, Inc., who stayed at the Gold Star House:**

Sarah Taylor - KY

Patti Elliott - NC

Jennifer Jackman - KS

Pam Stemple - CO

Lorna Harris (PNO) - ME

Candy Martin - TX



## *Remember the Fallen...*

### 2024 ESCORT TO ARLINGTON

The annual escort to Arlington National Cemetery kicked off on Saturday, Dec. 7, 2024. 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. 14 – National Wreaths Across America Day**.



Details for the 2025 escort will be available by July at [www.wreathsacrossamerica.org/arlington-escort-information](http://www.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 all over the country.
- The organization participates in veterans’ events throughout the year including covering many that are broadcasted LIVE with Wreaths Across America Radio.
- Through our Group Sponsorship program, WAA has helped other nonprofits such as Civil Air Patrol, youth groups, local VFWs and American Legions raise funds for their own community and program needs. **In 2024, \$4.195 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 who served, are 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 at Mobile Education Exhibit events across the country.



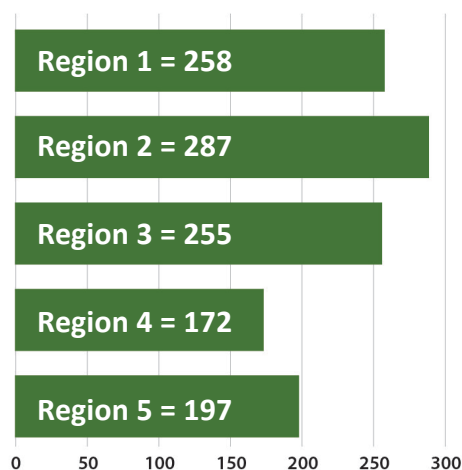
### SPONSORSHIP GROUPS

Wreaths Across America is proud to partner with nonprofits and veteran service organizations across the 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.

**\$28M+** Has been given back since 2007.

### NEW Sponsorship Groups



**Total  
new  
groups  
in 2024  
= 1,169**



## *Teach the next generation*

### New TEACH Program

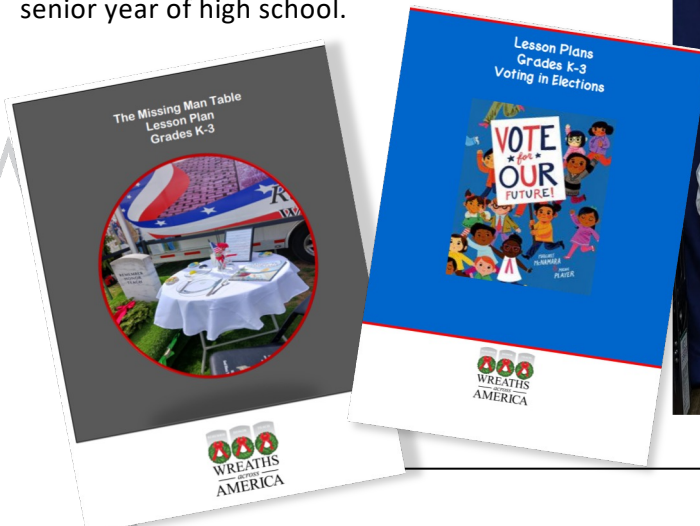
In keeping with the 2024 theme, “Live with Purpose,” and the organization’s commitment to teach the next generation the value of freedom through stories of courage and character, we were proud to see huge growth in our TEACH program.



In 2024, WAA continued to produce “Teaching Times With Wreaths Across America.” The quarterly digital newsletter was sponsored by a donation from RSM. Four editions of the newsletter were emailed to 15,222 subscribers across the country. Fifty nine new lesson plans and educational materials for grades K-12 were added to the Teach Page in 2024. Teachers Pay Teachers (TPT) followers are educators who subscribe to the WAA TPT page. WAA’s followers increased from 155 in 2023 to 296 in 2024, this was an increase of 91%.



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





## *Teach the next generation*

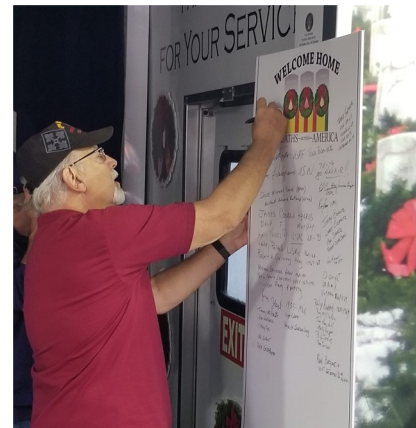
### MOBILE EDUCATION EXHIBIT (MEE)



In 2024, the MEE attended 168 events in 20 states, and hosted over 17,310 visitors during these events; 1,644 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.

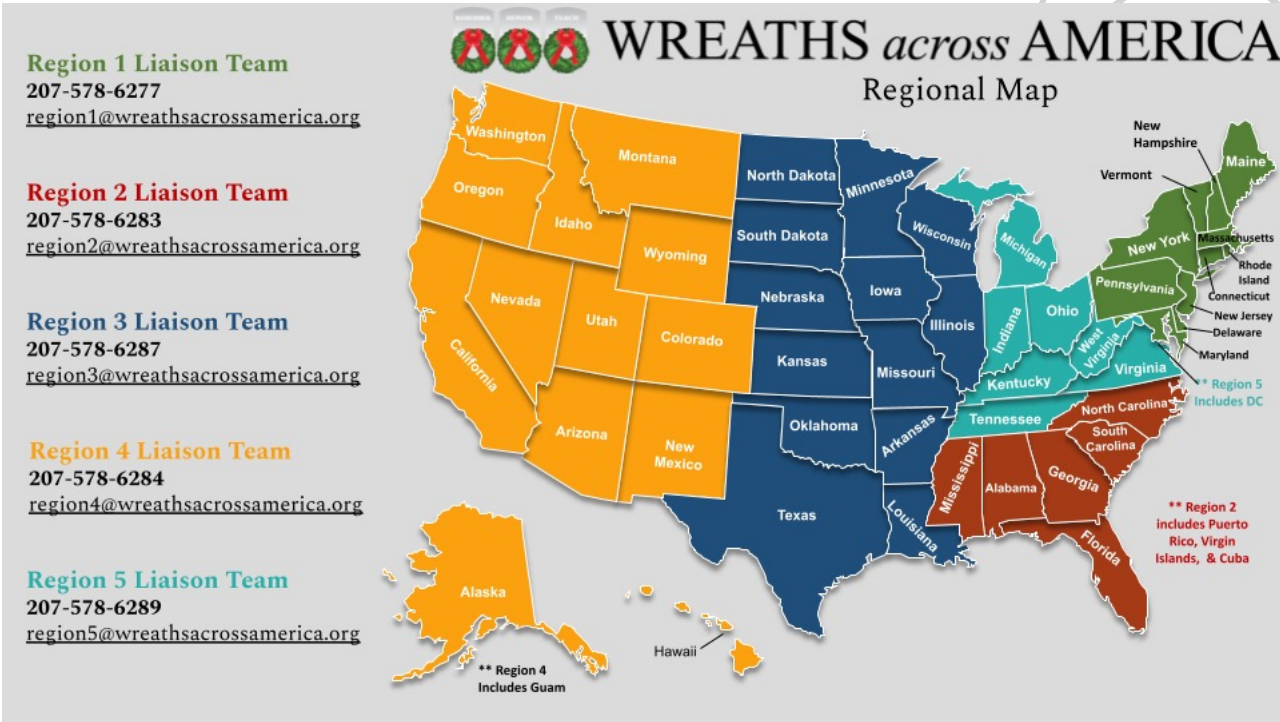


**1,644**  
Vietnam Veterans  
"Welcomed Home"



# Growth by Region

## REGIONAL LIAISONS



## LOCATION TYPES

Family	142	Other	262
Memorial	135	Private	334
Military	44	Public	1543
Municipal	1351	Religious	828
National	150	State	107
NPS*	10	Total	4,909

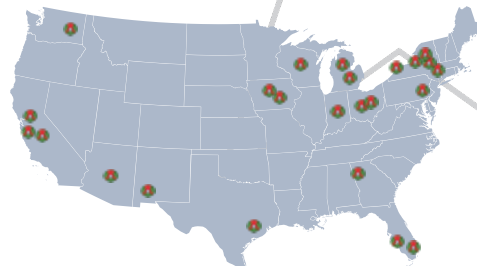
\*National Park Service (NPS)





## Celebrating Location Coordinators

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



<b>Colin Benard</b> Wallingford, CT	<b>Dannye Cameron</b> Meadville, MS	<b>Judy Ditmore</b> Vernon, TX	<b>Karen Schultz</b> Kennewick, WA
<b>Kelly Davis</b> Enfield, CT	<b>Betty Barrs</b> Reevesville, SC	<b>Tammy Phifer</b> Willows, GA	<b>Karen Hickman</b> Shoals, IN
<b>Bridget Marinelli</b> Winchendon, MA	<b>Natasha Williams</b> West Memphis, AR	<b>Jose Martinez</b> Nipomo, CA	<b>Cindy Crowe</b> Newburgh, IN
<b>Mary Chaloux</b> Rochester, NH	<b>Richelle Bergeson</b> Boone, IA	<b>John Morris</b> Menifee, CA	<b>Tony VanGessel</b> Sparta, MI
<b>Timothy Ingling</b> Basking Ridge, NJ	<b>Wayne Schipper</b> Le Mars, IA	<b>Leianne Graves</b> Discovery Bay, CA	<b>Sara Toris</b> Oak Harbor, OH
<b>Maureen Murphy</b> Athens, NY	<b>Daisy Wingert</b> Tipton, IA	<b>Greg Frazier</b> Randsburg, CA	<b>Elizabeth Saunders</b> Reynoldsburg, OH
<b>Ronald Cole</b> Kingston, NY	<b>Jimmy Sparacel</b> Tickfaw, LA	<b>Erica Boomer</b> Upper Lake, CA	<b>Kurt Bryant</b> Clarksville, TN
<b>Stephen Fox</b> Boonville, NY	<b>Tanya Whitney</b> Sorrento, LA	<b>Chris Ruth</b> Greeley, CO	<b>Leisa Billington</b> Sealston, VA
<b>Robin Bowser</b> Smokerun, PA	<b>Zora Olsson</b> Baton Rouge, LA	<b>Dick Tobiason</b> Bend, OR	<b>Susan Craun</b> Oak Hill, WV
<b>Marilyn Truly</b> Falls Creek, PA	<b>Linda Siegmann</b> Tulsa, OK	<b>Patrick Allen</b> Grants Pass, OR	<b>Ted Cox</b> Parkersburg, WV

## 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



# 693

Number of loads  
of veterans'  
wreaths hauled



## BNSF, J.B. Hunt, and Norfolk Southern

transported wreaths  
across the country via intermodal



## Crowley, Matson Navigation Company

transported wreaths  
via ocean vessel



# 46

 Intermodal Loads

# 397+

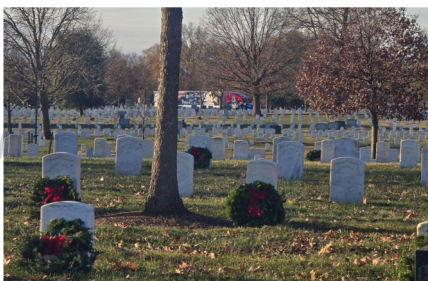
Number of  
trucking  
companies



## 8 Cross Docks



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



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

## *Honor Fleet & Achievements*

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

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| ★ Abilene Motor Express          | ★ Jetco Delivery                      |
| ★ Hirschbach Motor Lines         | ★ Boyd Grain Inc.                     |
| ★ Big G Express                  | ★ Knight Transportation               |
| ★ Classic Carriers               | ★ Leonard's Express                   |
| ★ Convoy Systems LLC             | ★ Paul MH Sagehorn LLC                |
| ★ Hampton Roads Moving & Storage | ★ Total Transportation of Mississippi |
| ★ Heartland Express              | ★ Waste Masters Solutions             |
| ★ J.B. Hunt                      | ★ Matrix Expedited Service            |





## 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.

**2024**

Over 3 million veterans' wreaths placed at 4,909 locations by more than 4 million volunteers. 739 loads of wreaths hauled by over 397 trucking companies!





# 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 4,224+ 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**

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

### CHIEF FINANCIAL OFFICER:

Charemon A. Davis

### FOUNDER:

Morrill Worcester

## Follow the Mission

### NEWSLETTERS

- **Mission Matters** (monthly) 181,700 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) 16,615 subscribers; average open rate 28%
  - 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) 2,886 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) 2,527 contacts; average open rate 16%
  - This newsletter serves as a regular update to WAA's corporate partners about news and activities they can get involved in throughout the year.
- **Teaching Times with Wreaths Across America** (quarterly) 15,222 subscribers; average open rate 22%
  - This quarterly newsletter focuses on the lesson plans being developed for youth of all ages and highlight WAA's education partnerships and community collaborations!



**3 million +**  
Number of Veterans'  
Wreaths Placed



**4M+**  
Overall Number of  
Volunteers



**4,909**  
Number of  
Participating  
Locations



**7,408**  
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, resources, and stories regarding American veterans, their families, and the ongoing community work of Wreaths Across America local volunteers.

2024 was a great year for Wreaths Radio and included broadcasting live from several big events – too many to list on this page! Check out some highlights from 2024 below.

- January 13, 2024 Wreaths Across America Radio kicked off the year at the National Cathedral in Washington, DC for the Vietnam War 50th Commemoration A Celebration of Character & Courage at the Washington National Cathedral
- In March Wreaths Across America was live for the 2024 Army Women's Foundation Hall of Fame and Special Recognition Awards
- Also in March, Wreaths Across America Radio was live from the largest trucking show in the United States, the Mid America Trucking Show 2024
- In May Wreaths Across America Radio in partnership with the American Legion Auxiliary and the Veterans Administration was live from the National Veterans Creative Arts Festival
- In June in Wreaths Across America was live from the nation's largest Vietnam Veteran Welcome Home Event at the Mall of America the MDVA Vietnam War 50th Commemoration at Mall of America June 2024
- As Wreaths Across America Radio does every year, we attended the Gold Star Mothers Convention which was in Colorado Springs Gold Star Mothers Convention
- For the first time ever Wreaths Across America Radio attended the MOWW National Convention Military Order of The World Wars (MOWW) National Convention 2024

**Wreaths Across America Radio is becoming the “Go To” media in the military and veterans space, to hear highlights from other events, visit <https://soundcloud.com/wreathsassamericaradio/sets>.**





## Wreaths' Radio Line-Up

**Wreaths Across America Radio ended 2023 with 50 unique programs and starts 2025 with over 75 unique programs!**

We're proud to provide a platform for veterans, military families, and Wreaths Across America volunteers to come together and share their stories.

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

*In addition to over 75 unique programs on Wreaths Across America Radio we are distributing content to other media outlets including but not limited to:*

"Trucking Tributes" on the Dave Nemo Show on Sirius XM Channel 146 Road Dog Trucking.

"The Maine Veterans Spotlight" on WGAN in Portland, Maine, spotlights Maine Veterans weekly. It is a partnership with the station, the Maine Association of Broadcasters and Wreaths Across America.

"Mission Matters" on KFRM in Salina, Kansas.

Continuing for its 3<sup>rd</sup> year, Lonestar Community Radio in Conroe, Texas, carries "Mission Matters" every month.



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

**It's everywhere you are.**



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

## *The Year-round Mission at a Glance*

### JANUARY

- New theme announced
- Wreath retirement events across the country
- Black History Month curriculum

### FEBRUARY

- Remembrance Ceremony for the Four Chaplains
- Library Congress Webinar Series

### MARCH

- Remembrance Ceremony for Tiger Flight 739
- 50 unique programs on Wreath Radio
- Truckloads of Remembrance

### APRIL

- MOU with MOWW
- Registration open for 2024 Stem to Stone Race
- Open Award Entries

### MAY

- Women in Service RoundTable and new Radio partnership
- Giving in July Kick Off Webinar #2 with Library of Congress

### JUNE

- MEE National Tour Update
- MCEC named new Teach Partner

### JULY

- Giving in July
- Annual Stem to Stone Three-Day Event and Award Winners Presentation

### AUGUST

- KWLF named new Teach Partner
- National Flag Waving

### SEPTEMBER

- National Flag Waving on 9/12
- Wreaths Radio RoundTable on Senior Vets' 2024 Open Loads

### OCTOBER

- 2024 Media Guide
- Escort to Arlington Radio Sponsors announced
- Mission BBQ Heroes Cup Campaign Kick-off

### NOVEMBER

- Escort to Arlington route and 2025 MEE Tour route announcements
- Jersey Mike's Challenge

### DECEMBER

- Week-long escort to Arlington
- Sponsors for Annual DC Appreciation Dinner
- National Wreaths Across America Day wrap up announcement

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



## MOU Partnerships

In 2024, Wreaths Across America (WAA) signed two Memorandums of Understanding (MOUs). The first in April with the Military Order of the World Wars (MOWW) and the next in December with the American Gold Star Mothers, Inc. (AGSM). These partnerships are aimed at bolstering support for veterans and their families across the nation.

“Wreaths Across America’s mission perfectly aligns with AGSM’s mission. We are proud to partner with their army of volunteers across the country,” said Patti Elliott, National President, American Gold Star Mothers, Inc., and mother of SPC Daniel “Lucas” Elliott, KIA Basra, Iraq, 7/15/2011. “What started as one man’s generous gesture to honor heroes at Arlington has become a nationwide movement to ensure all our service members are remembered and to educate all about the sacrifices our brave men and women are making every day.”

***“Over the years, I’ve learned so much from our nation’s Gold Star families and am grateful for AGSM’s support of the mission all these years,”*** said Karen Worcester, executive director of WAA.



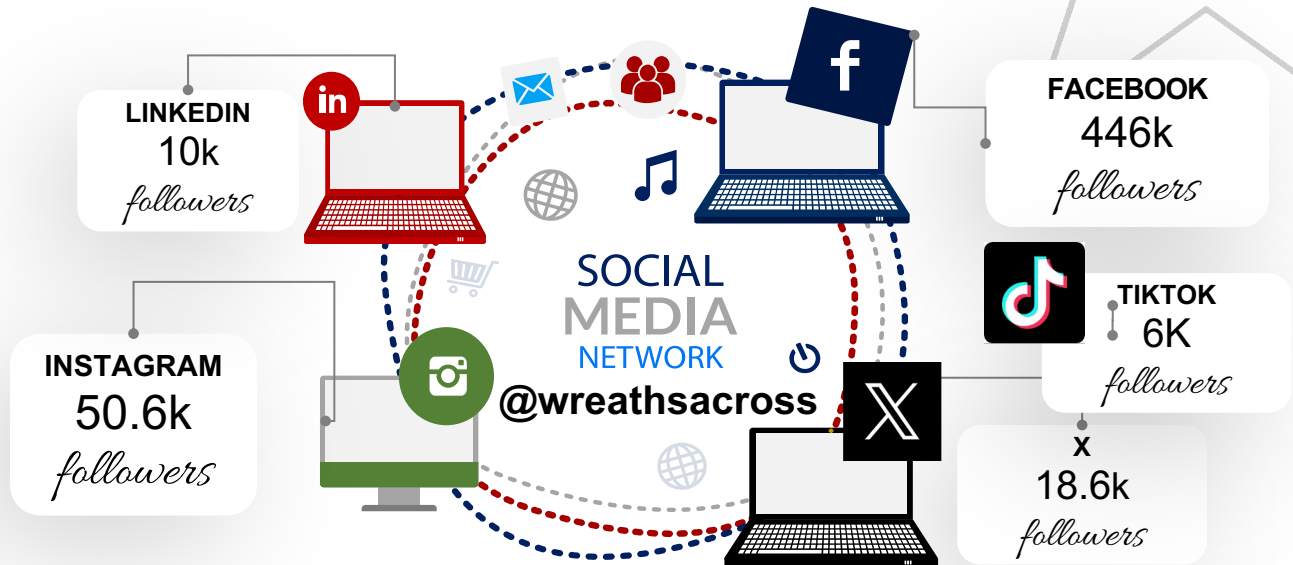
MOWW traces its roots back to 1918 when returning U.S. military officers sought to continue their service and camaraderie beyond the battlefield. Incorporated in 1919 as the American Officers of the Great War, the organization evolved into the MOWW, steadfastly upholding its commitment to patriotism, good citizenship, and national security. With a century-long legacy, MOWW remains dedicated to fostering responsible citizenship, youth leadership, and veteran support.

Karen Worcester remarked, ***“The partnership between Wreaths Across America and the Military Order of the World Wars symbolizes a collective dedication to preserving the legacies of our nation’s heroes. Together, we will continue to inspire patriotism and honor those who have served.”***

MOWW’s leadership emphasized the significance of joining forces to uphold shared values and advance common objectives. “Our alliance with Wreaths Across America represents a powerful union of purpose,” said BG Victor S. Perez, U.S. Army (ret), Commander-In-Chief, MOWW.



## 2024 Media by the Numbers



### TOP EARNED MEDIA EFFORTS

- Wreaths Across America Day
- Escort to Arlington
- Mobile Education Exhibit events
- Volunteer events
- National Flag Waving
- Wreaths Across America Radio - 50 Unique Programs
- Wreaths Across America Radio RoundTable
- New theme announcement, "Live with Purpose"
- MEE National Tour Schedule
- Annual Remember, Honor, Teach, Learn Awards

### 2024 Earned Media

**61,800**

**2024  
Media Articles**  
(local and National)

**33.7 Billion**

**2024  
Media  
Impressions**

# Corporate Sponsors

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



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

AMERICAN LEGION | DARCARS | HP | LEIDOS

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

ATMOS ENERGY | CHAMPION WASTE AND RECYCLING | COMCAST CABLE  
FASTPORT | GARY SINISE FOUNDATION | GEHA | PENSKE | TENSTREET | TRIWEST | USAA

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

ALASKA COMMUNITY FOUNDATION | ALTRIA GROUP, INC. | CENTRAL STATE MANUFACTURING | CHURCH & DWIGHT  
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PILOT FLYING J | RSM | STARS AND STRIPES | SYNCHRONY | T-MOBILE | TRUIST | WILBERT FUNERAL SERVICES

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

AM VETS POST #1 | BAE SYSTEMS | BRYAN BUILDERS | CAE USA | COVENANT SECURITY SURVEILLANCE | DELOITTE  
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## LEVEL 1 DONORS (\$5,000 - \$14,999)

ACCENTURE | ADB COMPANIES | AF GROUP | AIRECO | ALDRICH FOUNDATION | ALKERMES | AMAZON  
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BECHTEL | BENNETT | BLUEGRASS VETERANS | BOEING | BRISTOL MYERS SQUIBB | BROWN DOG TRUCKING | CACI | C1  
CAE | CAESARS ENTERTAINMENT | CALIFORNIA FOP | CAPGEMINI | CGI FEDERAL | CENTURION | CLEAN HARBORS  
CLIFF BERRY | CLEARWATER PAPER | CONTANIER GRAPHICS CORPORATION | COX | DAY & ROSS | DICK'S SPORTING GOODS  
DIGNITY MEMORIAL | DISCOVER | DISNEYLAND RESORTS | DRAGADOS-FLATIRON JOINT VENTURE | DUIT | ECOLAB  
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EXTREME NETWORKS | FANATICS | FARMERS INSURANCE | FERGUSON | FIRST ENERGY | FIRST NATION GROUP | FISERV  
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FREIGHT | TCA | UBS GROUP UNIFIRST | VULCAN MATERIALS | VSO INC | WATTS | WOLFSPEED | YOUR NEXT MISSION

Financials

ADOPTED BUDGETS

Wreath Year 2024: \$47,472,000    Wreath Year 2023: \$44.9 million

Total Functional Expenses



- Program - \$ 35,248,696
- Administrative - \$ 4,705,127
- Fundraising - \$ 1,099,711



PAYBACKS

2024

\$4.195 million

Since 2007

\$28 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





## *A Letter from the Executive Director*

Dear supporter,

Wreaths Across America Day 2024 is in the rear-view mirror, but we have hit the ground running for 2025 and looking forward to advancing the year-round programs that further our mission.



The theme for 2025 is 'Keep Moving Forward.' It is inspired by the last words of Army Capt. Joshua T. Byers and the stories of people who have faced great adversity and then used these life experiences to help others. This theme and their example are the cornerstones of our outreach.

Our robust Teach curriculum spear-headed by a Gold Star Mother and retired teacher features lesson plans for Kindergarten through 12th grades and focuses on materials to stir patriotism in young minds.

WAA's Mobile Education Exhibit (MEE) is a traveling classroom for young and old alike that goes coast to coast stopping at schools and municipalities. Our MEE team, in conjunction with the Vietnam War 50<sup>th</sup> Commemoration, has welcomed home more than 6,000 of our nation's Vietnam veterans.

Wreaths Across America Radio has established itself as the go-to place for veterans and their families to hear about services that are available to the veteran community. Home to over 75 veteran-centric programs Wreath Radio is a prime example of like-minded organizations working together for the greater good.

For me, and hopefully others, Wreaths Across America is not about one day in December when we place wreaths and say names, but living the mission year-round.

Motivated by the sacrifices of so many and their passion for patriotism, we *Keep Moving Forward*, and proudly carry out our mission every day.

With gratitude,

A handwritten signature in cursive script that reads "Karen Worcester". The signature is written in dark ink and is positioned above the printed name.

Karen Worcester, Executive Director

## About the New Theme

### ★ 2025 Theme: Keep Moving Forward

The poem detailing the making of a veteran's wreath was initially written by the organization's founder, Morrill Worcester, for Mary and Lloyd Byers, Gold Star parents of Capt. Joshua Byers.

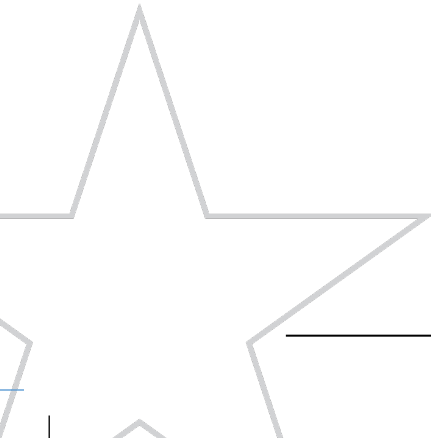
It is only fitting that the theme for 2025 should reflect this same spirit, a call to action for our volunteers and supporters in the communities they serve.

Joshua Byers was the Company Commander of Fox Troop in the 2/3ACR service in Iraq in 2003 when an IED struck his Humvee. As the smoke filled the air, Josh gave his driver a last command: "...keep moving forward." Though Josh didn't make it home, this command saved lives and became a battle cry for his unit and family.

"There will always be challenges to overcome as individuals, communities and a country, but we must keep moving forward together," said Karen Worcester, executive director of Wreaths Across America. "This year, we will share not only the Byers' story of resilience but also the stories of many others who continue to live with purpose every day and have chosen to keep moving forward."



NOTES





## NOTES





## Contact Us



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### WEBSITE

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### SOCIAL MEDIA



## NATIONAL WREATHS ACROSS AMERICA DAY

DECEMBER 13, 2025

Saturday, December 19, 2026



Saturday, December 18, 2027