

# LOCATIONS & GROUPS

## EDUCATIONAL WEBINAR



WREATHS *across* AMERICA

*April 2026*

# Meet the WAA Corporate Team!

## CORPORATE SUPPORT BY REGION

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# Meet the WAA Corporate Team!



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# Corporate Partnerships

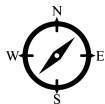
**We're here to support you every step of the way.**



Think of us as your dedicated company/corporate/partner point of contact. The team of specialists can assist with coordination of partnership, benefits, and invoicing. Whether it's navigating a new opportunity or helping streamline a process, we're here to make YOUR experience easier.



Our team is not commission-based, which means our sole focus is on supporting YOU, your team and advancing the mission. We're here to collaborate, share ideas, and help create meaningful impact-both locally and on a national level.



If you're facing challenges or looking for new ways to grow your efforts reach out to this team. We're always happy to brainstorm, problem-solve, and work alongside you.

# What makes a Partnership?

## Why is a Partnership Mutually Beneficial?



**Tangible Impact:** Every \$17 directly contributes to placing wreaths on veteran's graves, creating a visible and meaningful outcome.



**Employee & Customer Involvement:** Programs like sponsorships, POS campaigns, and volunteer events allow employees and customers to actively participate.



**Brand Visibility & Goodwill:** Sponsoring and volunteering shows commitment to your company's community, country and remembering and honoring veterans and their families.



**Community Engagement:** It provides opportunities to connect with local communities through sponsorships groups, events, and volunteer involvement.



### **Marketing Benefits:**

- Local media coverage
  - Wear your company's branded apparel, publicity share your WHY! Honor your local heroes stories!
  - Potential news stories about their community support.
- Local social media reach-thank you posts, pictures from events and other local engagements.
- Public acknowledgement in programs and ceremonies.



# Ask for Local Support



Leverage your network to build connections with local companies.



Engage with your local Chamber of Commerce, Rotary groups, and community nonprofit networks



Connect with businesses to explore opportunities for in-kind donations and grant support



Invite youth groups, schools, and veteran service organizations to register as Sponsorship Groups



# Use Your Network

## Using your network to connect with local companies:



Your committee/your network of volunteers



Local Chamber of Commerce, Rotary Groups, and community non-profit networks



People you support with your day to day business



Your LinkedIn contacts



Your social media (Facebook, Instagram, TikTok)



Youth groups, schools, & veteran service organizations



**Encourage employee engagement which in turn is community engagement**



**Create partnerships to ensure longevity in sponsorships, volunteers & engagement.**



**Connection in the community = loyal partners**

# Small Business Groups/ Nonprofits

## Examples of where to connect with local business partners:

- Chamber of Commerce
- Rotary Groups
- Knights of Columbus
- Lions/Lioness Clubs
- Red Hat Society
- Recreational Clubs
- Small business groups/ networking events
- Nonprofits
- Local VFWs/ American Legion/ Local Veterans Clubs
- Your local sports teams
- Your schools
- Youth organizations (scouting organizations, CAP)



.....just a few examples! Where in your community can you make connections?

# How can these business make a big impact?

## HELP SPREAD THE MISSION!

- Get Involved—attend and engage in monthly chamber meetings.
- Ask to be featured in newsletters or eblasts
- Collaborate on communications and outreach opportunities.
- Reach out to your Corporate Specialists to create a sponsorship page for the company.
- Request to be included on local website event calendars
- Share your committee's efforts on social media.
- Tell your *why* and highlight the stories of local heroes.

## Ways Companies Can Support

- Financial contributions
- Round-up campaigns at the register
- Dine-to-donate events
- Percentage-of-sales days
- Employee matching programs and grants.

## SHARE THE LOCAL IMPACT

- Explore ways they can help you achieve full wreath sponsorship coverage
- Discuss how they can support your fundraising goals.

# Reach Out to Businesses for In-Kind Donations/ Grants



**If a financial contribution isn't possible, can they provide products or services instead.**

- Creating a list of needs—such as recycling, trash services, porta-potties, storage, transportation, and clean-up—can help guide the conversation.



**Do they offer grant opportunities? If so, please share those with us.**

- WAA can assist with completing grant applications and will ensure your group and location receives the sponsorship support.



**Can they engage with employees in a collective giving effort?**

- Internal fundraiser; dress down days, employee match, etc.
- Create a sponsorship page for the company.
  - Allows tracking of wreaths sponsored wreaths and volunteer engagement, providing a clear ROI.
  - Sponsorship page allows multiple office locations to participate through one centralized platform.



**Are they able to provide volunteers?**

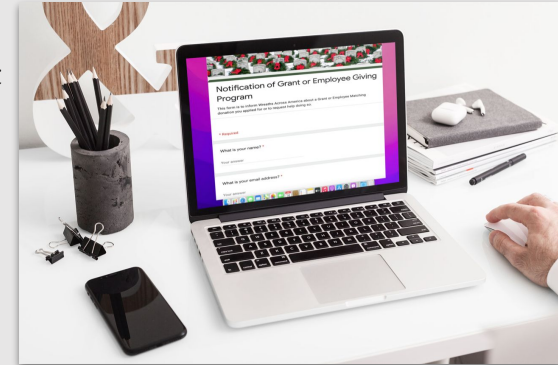
- Opportunities include National WAA Day, unloading trucks, and assisting with event clean-up.
- It's a meaning, hands-on team-building experience that directly impacts their local community..



# Grant Requests: We're Here to Help!

## Getting Started with Grants & Corporate Support

- ★ Explore grant opportunities and connect with local businesses to learn more about their giving programs.
- ★ If you complete an application, please leave it unsigned.
- ★ Submit your application to the WAA Grants Team by completing the Grant Notification Form on the [Volunteer Resource Page](#).
- ★ Need guidance? Visit the [All About Grants](#) volunteer tutorial or reach out to us at [grants@wreathscrossamerica.org](mailto:grants@wreathscrossamerica.org)—we're here to help every step of the way.



## Expecting a Grant or Business Donation? Let Us Know!

If you're working with a business or anticipate a donation, please complete the Grant or Employee Giving Notification Form on the [Volunteer Resource Page](#). This helps us track incoming funds and ensure they are properly applied to your Sponsorship Group or Location.

If your corporate donor requires an invoice please reach out to your Regional Corporate Specialist.

# WALMART Grants



## WHAT IT IS:

Walmart's Local Community Grants provide funding (typically \$250–\$5,000) to support local nonprofits and community organizations.



## BEFORE YOU REACH OUT

- Search for nearby Walmart or Sam's Club locations
- Grants are awarded at the **store level**, so applying to multiple locations can increase your chances



## WAA SUPPORT & TRACKING

- ✓ Reach out to your **Regional Corporate Development Specialist** to help apply, support and track your grant and outreach efforts.
- ✓ Notify the WAA Grants Team by emailing [grants@wreathscrossamerica.org](mailto:grants@wreathscrossamerica.org) so they can monitor the application status.
- ✓ If a grant is not approved, the Grants Team can assist with submitting in future cycles.

**By working together and keeping communication open, we can ensure each grant is properly tracked and maximized to support your group, your location, and the mission.**



# Employee Matching & 3rd Party Giving: Maximize Your 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

# Highlighting Corporate Giving Campaigns

Two easy, no-cost ways for companies to get involved  
and support the mission.



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# Wreath POS



**A Wreath POS program allows customers to purchase a paper wreath at the register for \$1, \$5, or \$17 while checking out. 100 sheets per bundle**



**Each paper wreath provides an opportunity for the customer to write the name of a veteran they are honoring or remembering.**



**The completed wreaths are then displayed in-store, creating visible tribute wall that engages the community.**



**Wreath sponsorships stay within the community.**

(1) A letter from the Executive Director, Karen Worcester

(1) "We Support" WAA Cling

(5) Donation Information Slips





(1) Registered UPC Barcode Wreath POS (100 Sheets)

(1) WAA File Folder



# Round Up at the Register



-  **Easy to Implement:** Requires minimal setup for the business, making it a simple way to support a meaningful cause without disrupting operations.
-  **Engages Customers in Giving:** Provides customers with an easy, low-cost way to contribute, increasing participation and overall sponsorships.
-  **Builds Positive Brand Image:** Demonstrates the company's commitment to community involvement and supporting veterans, enhancing customer goodwill, loyalty and community engagement.
-  **Generates Consistent Funding:** Small donations add up quickly, creating a steady and impactful source of support for the mission.

# A New Fundraising Opportunity



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# Round Up for Good!

*Elev8 is a seamless fundraising platform that turns everyday purchases into meaningful*

*contributions.*

Every swipe of your card can help honor our nation's heroes. By linking your debit or credit card through the Elev8 platform, your everyday purchases automatically give back to Wreaths Across America, helping fund wreath placements and remembrance ceremonies nationwide. It's a simple, secure, and meaningful way to ensure that the sacrifice of our veterans is never forgotten, because remembrance lives on when we all give a little, together.

## Round up on your everyday purchases.



Step 1: Scan the QR code.

Step 2: Create your donor account.

Step 3: Link your card and you're set!

Watch your impact grow with each swipe.



*Elev8 is PCI compliant, so your information is always encrypted and protected.*

### LINK YOUR CARD

Securely connect your debit & credit card through Elev8


### SHOP AS USUAL

Every purchase contributes spare change or a small amount to WAA.

### WATCH THE IMPACT

Each transaction goes towards a sponsorship.

- Has the ability to limit monthly sponsorships.
- Sponsorship & location ID information can be entered and tracked



# Let's Brainstorm!

What questions/ struggles do you have?



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# ADDITIONAL RESOURCES FOR YOU



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# WREATHS *across* AMERICA

## Regional Map

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# Meet the WAA Locations & Groups Team!



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Assistant Director of



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**Emily Carney**  
Region 1 Liaison



**Miesa Bland**  
Region 2 Liaison



**Janelle Eveld**  
Region 2 Liaison



**Richelle Bergeson**  
Finance Liaison



**Molly Nunley**  
Regional Liaison Assistant



**Ana Diaz**  
Region 3 Liaison



**Macie Parker**  
Region 3 Liaison



**Rikki Long**  
Region 4 Liaison



**Ashley Gatewood**  
Region 4 Liaison



**Annie Brooks**  
Region 5 Liaison



**Claire Gadomski**  
Region 5 Liaison

THANK YOU!



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