



2025
ANNUAL
REPORT

NATIONAL WREATHS ACROSS AMERICA DAY
SATURDAY, DEC. 19, 2026

YEAR-LONG MISSION

Remember
the fallen

Honor
those who serve

Teach
the next generation
the value of freedom

Message from the Chairman



Wayne Hanson
WAA BOARD CHAIRMAN

As 2025 comes to a close, I want to express my sincere gratitude for the opportunity to serve as Board Chairman of Wreaths Across America. It has been an honor to help advance our mission to Remember the fallen, Honor those who serve, and Teach the next generation the value of freedom.

This year, thanks to the dedication of our staff, volunteers, sponsors, trucking and corporate partners, and supporters nationwide, WAA expanded to nearly 5,600 locations and placed more than 3.1 million veterans' wreaths. Your commitment to our 2025 theme, *Keep Moving Forward*, ensured that millions of heroes were remembered and thanked for their service and sacrifice.

2025 also marked the 33th consecutive year of wreath placements at Arlington National Cemetery — a tradition that began in 1992 with a single truckload of wreaths from Maine. What started as one act of remembrance has grown into a nationwide, year-round movement. The U.S. Congress once again recognized this mission by unanimously declaring December 13, 2025, as National Wreaths Across America Day.

As we look ahead to 2026 and our nation's 250th anniversary, our theme, *Remember Me*, calls each of us to pause and reflect. I often say every cemetery is a library, and every headstone holds a story waiting to be read. This year, I challenge every American to visit that library, learn a name, and remember a life lived in service to our freedoms.

Together, we will continue the work.
Respectfully,

Wayne Hanson
Vietnam Veteran, Chairman of the Board of Directors

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2025 Theme: *Keep Moving Forward*



The poem *“What is a Veteran’s Wreath?”* was originally written by Wreaths Across America founder Morrill Worcester for Gold Star parents Mary and Lloyd Byers, whose son, Capt. Joshua Byers, was killed in Iraq in 2003.

Joshua was serving as company commander of Fox Troop, 2/3 ACR, when an IED struck his Humvee. In his final moments, he gave his driver one last command: “Keep moving forward.” Though Josh did not make it home, those words saved lives and became a lasting call to action for his unit and his family.

That same spirit inspired our 2025 theme.

“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 the stories of many others who continue to live with purpose and choose to keep moving forward.”

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, approximately 1300 new replica dog tags were placed in memory of loved ones who served, with more than 20,000 tags throughout the Balsam Tip Lands.



GOLD STAR FAMILY HISTORY & HOSPITALITY HOUSE

Wreaths Across America hosted 20 Gold Star Families in 2025 in the renovated bed-and-breakfast, with approximately 40 individuals total., several of whom toured the home.



Gold Star Families who have visited the house:

Sarah Taylor - KY

Patti Elliott - NC

Jennifer Jackman - KS

Candy Martin - TX

Pam Stemple - CO

Lorna Harris (PNO) - ME

Remember the Fallen...

2025 ESCORT TO ARLINGTON

The annual escort to Arlington National Cemetery kicked off on Saturday, Dec. 6, 2025. 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. 13 — National Wreaths Across America Day.**



For the 11th consecutive year, Chevrolet, generously provided the wrapped escort vehicles. Participants included Gold Star families, Blue Star families, volunteers, and veterans representing many eras, as well as local veteran service organizations such as the VFW, American Legion, VFW Auxiliary, and the American Legion Auxiliary. Members of the Patriot Guard Riders and Patriot Riders, and law enforcement officers 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 2026 escort will be available by July at www.wreathscrossamerica.org/arlington-escort-information.

Honor those who serve

HONOR THOSE WHO SERVE

- WAA conducts several programs to honor veterans, including the popular Thanks-A-Million campaign, which distributes free “I Owe You” cards to people across the country.
- The organization participates in veterans’ events throughout the year, including live coverage on Wreaths Across America Radio.
- Through the Group Sponsorship Program, WAA has helped other nonprofits — such as Civil Air Patrol, youth groups, and local veteran service organization groups — raise funds for their community and program needs.
In 2025, \$4 million was returned to these organizations.
- By regularly sharing stories of service, sacrifice and success across all owned channels, WAA honors the lives of those who have served, are serving, and their families.
- WAA is a commemorative partner of the United States of America Vietnam War Commemoration. Through this partnership, WAA welcomes home Vietnam veterans at the National Museum and at Mobile Education Exhibit events across the country.

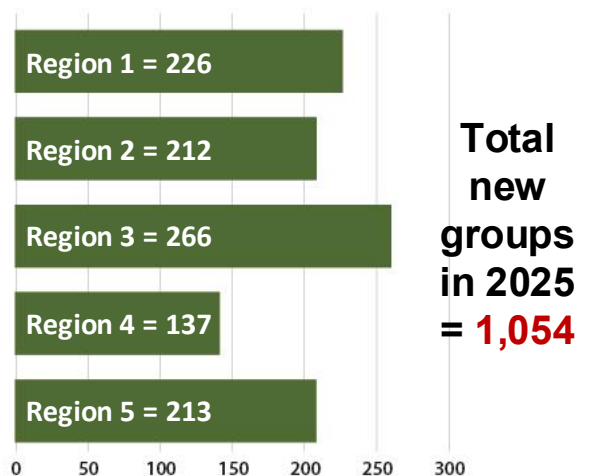


SPONSORSHIP GROUPS

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

Through the Payback Group Program, WAA stimulates other charitable funds by returning \$5 of every wreath sponsorship received through these groups back to them. In doing so, we 'do good twice' — honoring the nonprofits that support us by directly giving back to their missions.

NEW Sponsorship Groups

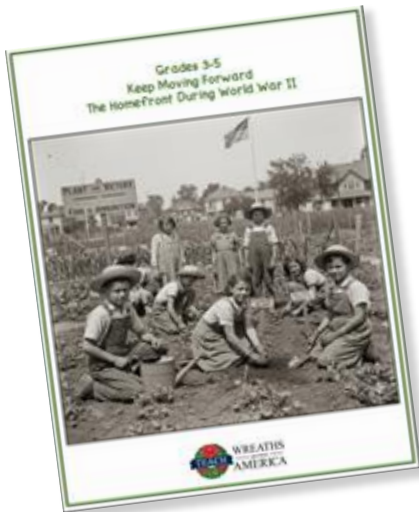


\$32M Has been given back since 2007.

Teach the next generation

TEACH Program

In keeping with the theme, “Keep Moving Forward” 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 the TEACH program this past year.



In 2025, WAA continued to produce “Teaching Times With Wreaths Across America.” The quarterly digital newsletter was sponsored by a donation from RSM. Four editions were emailed to 15,970 subscribers across the country. Thirty-four new lesson plans and educational materials for grades K–12 were added to the Teach Page and Teachers Pay Teachers (TPT).

Lesson plans are free to download from www.wreathscrossamerica.org/teach and are also available to educators and homeschoolers on Teachers Pay Teachers. The program curriculum encompasses all grades from kindergarten through 12th grade.



Teach the next generation

MOBILE EDUCATION EXHIBIT (MEE)



In 2025, the MEE attended 80 events in 14 states, and hosted more than 7,379 visitors. 649 Vietnam veterans were pinned and welcomed home. This unique museum on wheels brings the WAA mission to communities nationwide, teaching the personal stories of those who served within those communities. The MEE visits local schools, offering learning tools, interactive media projects, and opportunities to participate in WAA's efforts, sharing stories of veteran courage and sacrifice.



649

Vietnam Veterans
"Welcomed Home"

Growth by Region

REGIONAL LIAISONS

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

WREATHS across AMERICA
Regional Map

Region 1 (Orange): Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Montana, Wyoming, Colorado, Alaska, Hawaii.

Region 2 (Dark Blue): North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida.

Region 3 (Light Blue): Wisconsin, Illinois, Indiana, Michigan, Ohio, Kentucky, Tennessee, Virginia, West Virginia.

Region 4 (Green): New Hampshire, Vermont, New York, Pennsylvania, Maryland, Delaware, New Jersey, Connecticut, Rhode Island, Massachusetts.

Region 5 (Red): Maine, New Hampshire, Vermont, New York, Pennsylvania, Maryland, Delaware, New Jersey, Connecticut, Rhode Island, Massachusetts.

Notes:
 ** Region 4 Includes Guam
 ** Region 5 Includes DC
 ** Region 2 includes Puerto Rico, Virgin Islands, & Cuba

LOCATION TYPES

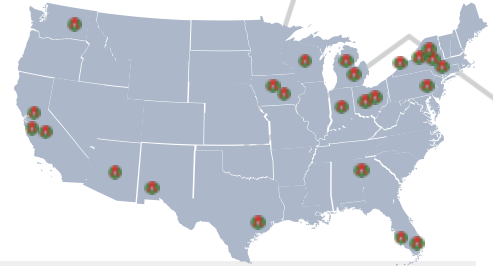
Family	211	Other	38
Historic	265	Private	374
Memorial	179	Public	1823
Military	49	Religious	976
Municipal	1398	State	106
National	157	Tribal Veterans	7
NPS*	11	Total	5,594



*National Park Service (NPS)

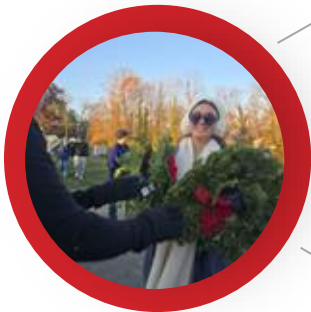
Celebrating Location Coordinators

The following volunteer location coordinators are celebrating 10 years of supporting and growing the mission in their communities!



Jake Allison Green Springs, OH	Trish Gardner Clermont, FL	Elena Macdermant Brewster, NY	Cindy Rollins Georgetown, MA
Virginia Arldt Giddings, TX	Jim Goetz Lakeport, CA	Bonnie Magnetti Auburn, CA	Clark Smith Chesnee, SC
Angela Beason Beebe, AR	John Gonzales Hyattsville, MD	Karen Mariscal Clearwater, FL	Erik Sogge Little Falls, MN
Bubba Beason Beebe, AR	Paula Heinrich Orange City, FL	Robert Mincel Dearborn Heights, MI	Megan Stamper Falls City, NE
John Beeler Lakeside, AZ	Cindy Ezell-Hinson Cadiz, KY	Krista Moore Jonesboro, AR	Judy Steen Clayton, NM
Pamela Brown Wilton, CT	Jeffrey Humphrey Alma, MI	Tom Mortenson Moorhead, MN	Louann Taylor Pasadena, TX
Jason Clarke Rescue, CA	Gloria James San Diego, CA	Patrick Murphy Carpinteria, CA	Leslie Thackery Greensburg, IN
Julia Conover Tracy, CA	Jared Jenkins Morgantown, WV	Debra Palazzo Hawthorne, NY	Albert Therriault Titusville, FL
David Eby Upper Lake, CA	Brenda Kaesler San Diego, CA	Christa Parker Farmington, WV	Kristi Thieman Covelo, CA
Tim Estes Shelbyville, TN	Denise Knowles Eddington, ME	Travis Parker Enterprise, AL	Anthony Vining Huntington, IN
Dennis Fazio Wakefield, MA	Cindy Languell Yuba City, CA	Robin Pertz Washingtonville, OH	Luann Waters Wynnewood, OK
Ronald Frankenfield Bethlehem, PA	Laura Loch Kutztown, PA	Bruce Richburg Ladson, SC	

WAYS TO GIVE



COMBINED FEDERAL CAMPAIGN

Wreaths Across America's CFC No. 66860

MATCHING DONATIONS

Ask your human resources department if your company offers this benefit to employees.

VOLUNTEER GRANTS

Volunteer grants are available through various organizations, such as Walmart, Verizon, and more.

FACEBOOK GIVING CAMPAIGNS

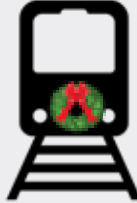
Be sure to notify WAA headquarters if you are running a campaign on Facebook so that funds are designated for your location or sponsorship group.

Honor Fleet & Logistics



727

Number of loads of veterans' wreaths hauled



BNSF, J.B. Hunt, and Norfolk Southern

transported wreaths across the country via intermodal

6 HUBS



1. North Park CO
2. Interstate Van Lines
3. Hampton Roads Moving & Storage
4. Main Street Movers
5. Princeton Logistics Group
6. East End Transfer & Storage



Crowley, Matson Navigation Co. and Old Dominion Freight

transported wreaths via ocean vessel

325+

Number of trucking companies



8 Cross Docks

1. McGuire Moving and Storage Saint Louis, MO
2. Dircks Moving and Logistics Phoenix, AZ
3. Total Transportation of MS Richland, MS
4. Ace Relocation Systems Inc, San Jose, CA
5. Golden Services LLC, Fife, WA
6. NFI/Lows Greensboro, NC
7. Ace Relocation Systems Inc, Phoenix, AZ
8. New World Van Lines, Phoenix, AZ

45

Intermodal Loads



To find a complete list of **Honor Fleet** members visit www.wreathscrossamerica.org/trucking

Honor Fleet & Achievements

The following Honor Fleet members are celebrating 10 years of helping to move the mission:

- ★ Arcwood Environmental
- ★ Ashley Distribution Services
- ★ Big M Transportation
- ★ CFI
- ★ Cowen Systems
- ★ Garner Trucking
- ★ Harris Teeter
- ★ Interstate Van Lines
- ★ M&M Transport Services
- ★ Maine Street Movers
- ★ National Carriers
- ★ Paper Transport, Inc.
- ★ Sun Coast Resources
- ★ Try Hours, Inc.
- ★ Unifi
- ★ Walter P. Rawl and Sons, Inc.
- ★ WEL Companies, 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 4,225 locations by more than 3 million volunteers, a third of whom were children.



2024

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



2025

3.1 million veterans' wreaths placed at 5,594 locations by more than 4 million volunteers. 727 loads of wreaths hauled by over 325 trucking companies!



Join the Mission

1 Sponsor a Wreath



Honor veterans in your local community by sponsoring a wreath to 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 veterans' graves at any of our 5,594 participating locations. Involve your friends and family to honor the servicemen, women, and families who served.

3 Add a New Location



Coordinate a wreath-laying ceremony at a cemetery or veterans' memorial in your community. Check our website to determine whether this location is already participating. We have resources to help you plan your ceremony.

<https://www.wreathscrossamerica.org/GetInvolved/CoordinateALocation>

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 may be returned to your group through the \$5-back program. We offer resources and assistance to ensure your success.

<https://www.wreathscrossamerica.org/GetInvolved/LeadASponsorshipGroup>

5 Corporate Sponsorship



Make an impact in the communities where you do business and where your employees and customers live. Support a local wreath-laying ceremony by volunteering as a group to place wreaths, helping raise funds, or providing in-kind support for a fundraising event.

<https://www.wreathscrossamerica.org/GetInvolved/OfferCorporateSupport>

6 Donate Trucking Services



The support from the transportation industry is how WAA delivers 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. Veterans' wreaths have been called the most precious cargo a driver can deliver.

<https://www.wreathscrossamerica.org/GetInvolved/SupportTransportation>

BOARD OF DIRECTORS:

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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

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Ron Sailor

Dr. Pamela W. Slaven-Lee

Patrick Simmons

Debbie Ruane Sparks

Sarah Worcester

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Duane Belanger

Michael Calenda

Scott DeMasi

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Executive Committee

Technology Committee

Finance Committee

RFP Committee

EXECUTIVE DIRECTOR:

Karen Worcester

FOUNDER:

Morrill Worcester

Follow the Mission

NEWSLETTERS

Mission Matters (monthly) — 85,000 new subscribers; average open rate 26%

- Publicly-facing, this newsletter highlights mission-focused content and activities that subscribers can take part in, providing supporters an opportunity to stay informed and engaged year-round.

Location Connection (quarterly) — 1,572 new subscribers; average open rate 41.7%

- This internal newsletter — for registered location coordinators and group leaders — provides resources and news about events that can help them stay engaged with the mission and their communities throughout the year.

Moving the Mission (quarterly) — 216 new subscribers; average open rate 25%

- This public-facing newsletter — focuses on transportation and provides opportunities throughout the year for logistics companies to get involved.

Sponsor Spotlight (quarterly) — 1,390 new subscribers; average open rate 19.6%

- 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) — 736 new subscribers; average open rate 30%

- This quarterly newsletter focuses on the lesson plans developed for youth of all ages and highlights WAA's education partnerships and community collaborations.



3.1 M +

Number of Veterans'
Wreaths Placed



4M+

Overall Number of
Volunteers



5,594

Number of
Participating
Locations



7,778

Number of
Sponsorship Groups

The Voice for America's Veterans



Wreaths Across America Radio, is a full-time internet radio station that broadcasts music, news, and stories about American veterans, their families, and the ongoing community work of Wreaths Across America volunteers.

2025 brought significant programming growth, including live broadcasts from several major events.

Here are some highlights from the year:

Wreaths Across America Radio added 36 new shows in 2025 and expanded partnerships with several major organizations. New programming includes *"The Gary Sinise Foundation Podcast,"* *"The Resilient Life Podcast"* from the Travis Manion Foundation, and *"Core Principles of Leadership with General Tommy Franks"* from the Tommy Franks Foundation.

In partnership with the USS Missouri Foundation, Wreaths Radio continues to produce *"Last Battleship."* In 2025, WAA reignited its relationship with the DAR and launched *"the Meet the DAR Podcast,"* now in its second season. Late in the year, WAA began producing *"After the Knock"* in partnership with the Woody Williams Foundation, officially launching the show in January 2026.

Wreaths Radio also welcomed Project Healing Waters, which serves more than 7,000 veterans annually through the therapeutic practice of fly fishing with nearly 4,000 volunteers. With support from Vietnam Veterans of America (VVA), WAA continues efforts to welcome home Vietnam veterans, attend VVA's bi-annual convention, and collaborate on outreach.

WAA is working toward an updated partnership with Civil Air Patrol, currently the second-largest participating group in the Group Sponsorship Program, with significant opportunity for growth.

Additionally, Wreaths Radio presented at the Association of the United States Army (AUSA) National Convention, generating new AUSA-affiliated sponsorship groups for 2025.

Wreaths Across America Radio is becoming the go-to media outlet in the military and veterans community. To hear highlights from recent events, visit <https://soundcloud.com/wreathscrossamericaradio/sets>.

Wreaths' Radio Line-Up

Wreaths Across America Radio ended 2025 with more than 100 unique programs and begins 2026 with more than 112 programs!

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

In addition, WAA is distributing content to other media outlets, including:

“The Maine Veterans Spotlight” airs weekly on six Maine stations in partnership with the stations, the Maine Association of Broadcasters, and Wreaths Across America. It can be heard in Portland, South Paris, Rangeley, Augusta, Presque Isle, and Machias.

New in 2025, *“Mission Matters”* is now carried on Tejano Express Radio in Laredo, Texas, KFRM in Salina, Kansas, and continues its third consecutive year of monthly broadcasts on Lonestar Community Radio in Conroe, Texas.



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



LISTEN NOW ON THESE PLATFORMS



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; MISSION BBQ Heroes Cup Campaign Donation; AGSM Partnership Recommitment

MARCH

Remembrance Ceremony for FTLF 739; 10-Year Honor Fleet Members; Tuskegee Airmen Curriculum Launches

APRIL

Lindbergh Crate Days Event

MAY

Truckloads Remembrance Awards; MEE participates in the National Memorial Day Parade in Washington DC

JUNE

WAA Executive Director Karen Worcester honored with the Col. Roger H.C. Donlon Patriot Award; Giving in July Kick Off

JULY

2025 Remember, Honor, Teach and Learn Award Winners Announced; MOU with the Vietnam Veterans of America

AUGUST

USSM Podcast Launched; TEACH program lesson plans released in Spanish

SEPTEMBER

National Flag Waving on 9/9; Open Lanes for 2025 Season; Spirit of Giving Awarded

OCTOBER

Patriot Partnership with Modern Woodmen of America

NOVEMBER

Escort to Arlington route and Sponsors for Annual DC Appreciation Dinner Announced

DECEMBER

Week-long escort to Arlington; National Wreaths Across America Day



MOU Partnerships



Vietnam Veterans of America

Wreaths Across America is proud to announce a new national partnership with Vietnam Veterans of America (VVA), the only congressionally chartered veterans service organization dedicated exclusively to Vietnam-era veterans and their families.

This collaborative partnership, formalized through a memorandum of understanding (MOU) effective March 29, 2025, will strengthen both organizations' outreach and impact through joint programming, educational initiatives, and veteran recognition events across the country.

"Vietnam Veterans of America has long been a champion for ensuring that all who served receive the respect, care, and recognition they deserve," said Karen Worcester, executive director, Wreaths Across America. "We are honored to work more closely with their members to help amplify their stories and legacy as part of our year-round mission."

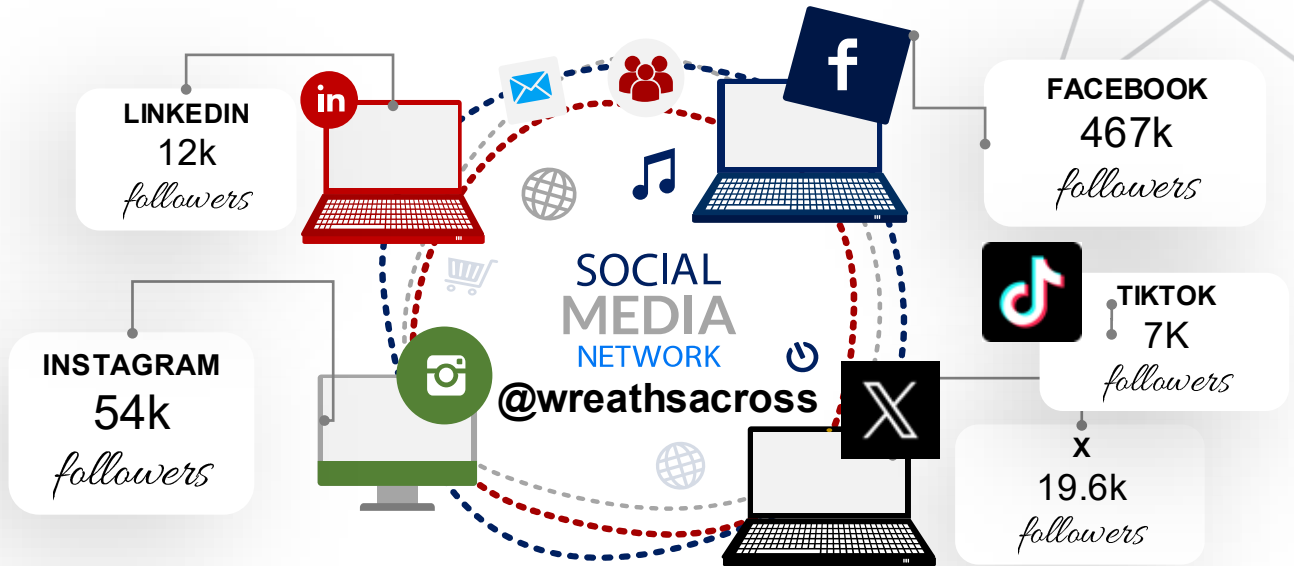
Project Healing Waters

Project Healing Waters (PHW) is a national nonprofit organization that provides veterans in need with no-cost access to therapeutic fly-fishing activities. Founded in 2005, PHW serves more than 7,500 veteran participants each year through 165 community-based program locations in 45 states. PHW programs are staffed and led by over 3,600 active volunteers, who provide fly tying, rod building, casting instruction, as well as local and regional outings for veteran participants to put their tools and skills to the test. In addition to local programs, veteran participants can take part in PHW's National Destinations initiative, which provides world-class fly-fishing experiences through partnerships with fishing lodges around the country, as well as unique national park fishing experiences through a partnership with the National Parks Trust.

PHW plays an essential role in improving veterans' mental and physical health, as well as their sense of connection to a community of support. As part of this partnership, PHW will expand this support to its veteran participants and the broader veteran community by promoting the WAA sponsorship program.



2025 Media by the Numbers



In one week, from December 7 - 14 (escort/Wreath Day), WAA social channels reached a collective **8.3 million impressions, 302k engagements, and gained 9,815 new followers** – these are all time highs for the brand!

2025 Earned Media

<div style="border: 2px solid blue; padding: 10px; background-color: red; color: white; font-weight: bold; font-size: 24px;">46.9K</div>	<p style="text-align: center;">2025 Media Articles <small>(local and National)</small></p>
<div style="border: 2px solid blue; padding: 10px; background-color: red; color: white; font-weight: bold; font-size: 24px;">\$350M</div>	<p style="text-align: center;">Estimated advertising value of earned media</p>

Corporate Sponsors

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



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

FASTPORT | GREAT WEST CASUALTY COMPANY | HP/AMD

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

CHAMPION WASTE AND RECYCLING | COMCAST CABLE | ECOLAB | FRAN HAASCH | GEHA | JP MORGAN CHASE
NORFOLK SOUTHERN | PENSKE | TENSTREET | USAA | WASTE CONNECTIONS

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

AT EASE MAGAZINE | ATMOS ENERGY | EXCEPTIONAL PARENT MAGAZINE | GEICO | GREAT DANE | LEIDOS | MATSON
OASYS | ODYSSEY | ONEOK | PILOT FLYING J | RSM | STACK INFRASTRUCTURE | SYNCHRONY | T-MOBILE
TRUCK PARKING CLUB | WILBERT FUNERAL SERVICES

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

AAFMAA WEALTH MANAGEMENT & TRUST | ACCENTURE | ALDRICH FOUNDATION | ARCFIELD | ATMOS ENERGY
BAE SYSTEMS | BAI FOUNDATION | BOEING | BRYAN BUILDERS | CAE USA | DELOITTE | ELEVATED TECHNOLOGIES
FRANKLIN COUNTY VETERAN SERVICES COMMISSION | GENERAL DYNAMICS | GREATH PATHFINDER WIND, LLC
HIRING OUR HEROES | MEIJER | MO HUMANITIES | PERNOD RICARD | PRAIRIE MEADOWS | QTS DATA
REPUBLIC NATIONAL DISTRIBUTING COMPANY | SAVAGE CO | SCA HEALTH | SERVICE AIRCORPS | SUBARU | TCA
TEXAS ROADHOUSE | T-MOBILE | T ROWE PRICE | USIC | US STEEL | X-RITE, INC | VERTIV | VIRTUAL SERVICE OPERATIONS

Financials

2025 Gross Revenues: \$48.2M

Total Functional Expenses: \$47.6M



- Programs - 82%
- Administrative - 10%
- Fundraising - 8%



PAYBACKS

2025

\$4 million

Since 2007

Nearly \$32 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



About the New Theme

2026 Theme: Remember Me

The theme emerges as the nation approaches the 250th anniversary of the United States, a milestone WAA says calls for renewed focus on the individual lives behind America's military service. "While we often honor service members collectively, each one has a name, a family, and a story," said Karen Worcester, executive director, WAA. "Their sacrifices are deeply personal, and their stories shape the freedoms we enjoy today."

The theme draws inspiration from an unexpected source: a line from the film "Home Alone 2." The line, "Maybe they don't forget about you, but they forget to remember you," — underscores the importance of actively remembering the individuals who served, especially those whose stories risk being lost over time.

Through ceremonies, education, and community engagement in 2026, WAA will work to ensure that service members — from the Revolutionary War to the present — are remembered and their stories continue to be told.



A Letter from the Executive Director



Dear supporter,

Whenever we celebrate a milestone, we're reminded of the journey that brought us here. Today, Wreaths Across America proudly begins its 20th year as a 501(c)(3) nonprofit — and what a journey it has been.

WAA began in 1992 as the Arlington Wreath Project. My husband, working in the balsam industry, found himself with a surplus of wreaths. Recalling a childhood visit to Arlington National Cemetery, where the sacrifice of our service members left a lasting impression, he was inspired to act. With the help of a local official and a generous trucking company, 5,000 wreaths were placed at Arlington as a simple thank-you and a way to teach children about service and sacrifice.

The impact of that first year was profound. From 1992 through 2005, the Worcester family donated wreaths annually, supported by Bluebird Ranch Trucking Company. In 2005, a Pentagon photographer captured an iconic image of wreaths in the snow, which went viral online. By 2006, thousands across the country wanted to join in. Listening to veterans, Gold Star families, and supporters, we responded — and in 2007, Wreaths Across America was born, fueled by a national mission to Remember, Honor, and Teach.

Today, more than four million volunteers carry this mission forward. As our nation approaches its 250th anniversary, we face both a challenge and an opportunity: to ensure the sacrifices of 250 years are not remembered as statistics or dates, but as real lives, lived with courage and purpose. By sharing their stories personally, we answer their call to “Remember Me” and ensure their legacy lives on.

Join us in carrying that legacy forward. Remember. Honor. Teach.

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

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SOCIAL MEDIA



NATIONAL WREATHS ACROSS AMERICA DAY

DECEMBER 19, 2026

Saturday, December 18, 2027



Saturday, December 16, 2028