



WREATHS *across* AMERICA

FINANCE PROCESSES

FAQs for Volunteers

Wreaths Across America

2022

Finance Processes: What You Should Know

- ★ During "Wreath Season", WAA-HQ receives thousands of checks each day!
- ★ Orders mailed to WAA-HQ are processed manually by a team of finance professionals.
- ★ Every order goes through a multi-step verification process, which includes data entry, review, corrections, bank deposit, and final posting.
- ★ Each payment platform (PayPal, Credit/Debit Card, Checks, and Google Pay) processes transactions at a different pace. Some may post to your account faster than others.
- ★ **Orders with missing, incomplete, or illegible information will experience delayed processing times.**



Tips for Fast Order Processing!

**Online Orders
Process in 24-48
hours!**

**Use the direct link
for a Sponsorship
Group when
ordering online.**

**Mail checks
frequently
and in small
batches!**

**Make copies
of checks
and order
forms prior to
mailing.**

**Type the
Group ID and
Location ID on
every order
form, in the
required
sections.**

**Use
paperclips,
not staples.**

**Use BLACK INK
on order forms
and checks.**

**Do NOT
mail
cash.**

Grant Requests

When using the WAA tax ID number to solicit grants for your group and/or location, you **MUST** notify Wreaths Across America by completing the Grant or Employee Giving Notification Form prior to applying for the grant, to receive further instructions. That form can be found on the Volunteer Resource Page:

<https://learn.wreathscrossamerica.org/location-group-resources>

Who should complete the grant request form?

We will do it for you! Applying for and receiving a grant is a complex process, but the WAA grants team will ensure it runs smoothly from start to finish.

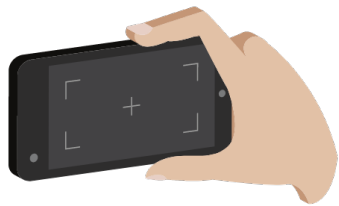
How will my Group and Location get credit for a grant?

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



Facebook Fundraisers

When doing a Facebook Fundraiser to solicit sponsorships for your group and/or location, you **MUST** notify Wreaths Across America to receive credit for your efforts.



Take an 'after' photo of your fundraiser!

Once all donations have been raised and fundraiser is completed, take a screenshot or photo with your phone to capture the fundraiser name and amount raised.



Fill out the Facebook Fundraiser Form!

To make sure that your Group or Location receives credit, fill out the Facebook Fundraiser Form, which can be found on the Volunteer Resource Page:

<https://learn.wreathsassamerica.org/location-group-resources>



Funds Disbursement!

After fundraisers have closed, money will be transferred from your fundraiser to Network For Good, who transfers the money to Wreaths Across America. Money WILL take some time to get to Wreaths Across America, as disbursements are done monthly.

Employee Matching and 3rd Party Payers

When soliciting sponsorships for your group and/or location through Employee Matching Programs or for 3rd Party Payers, such as Benevity or Fidelity, you **MUST** notify Wreaths Across America by completing the Grant or Employee Giving Notification Form to provide us with the details of their donation as well as the Group ID and Location ID to be credited. That form can be found on the Volunteer Resource Page:

<https://learn.wreathsbeyondamerica.org/location-group-resources>



Required Information:

How is the employee giving determined?

- Volunteer or Event Hours
- Employee Payroll Deduction, Matched by Employer
- Employee Payroll Deduction, NOT Matched by Employer
- Direct Employee Donation to Wreaths Across America, Verified and Matched by Employer

In Honor or In Memory Of

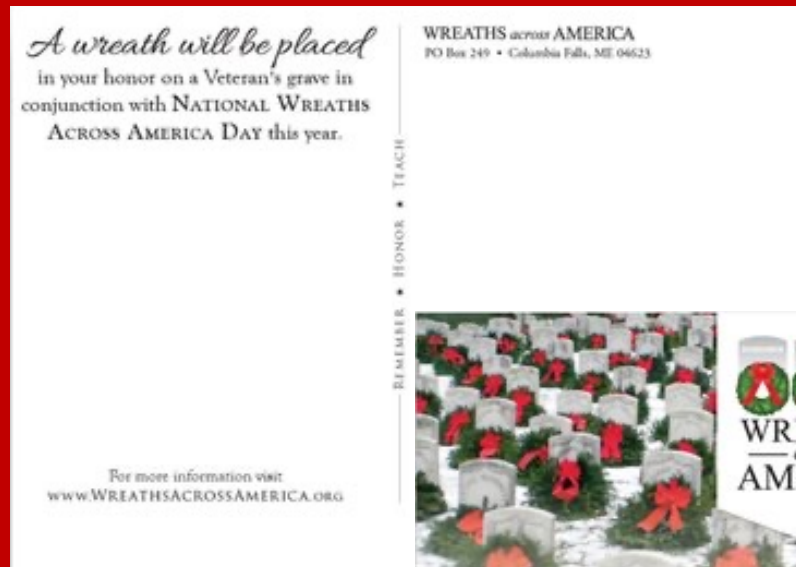
When sponsoring general veteran wreaths "In Honor Of" living veterans or "In Memory Of", you may request that we send an email or honor card telling someone of your sponsorship!

What is an Honor Card?

It is a card that Wreaths Across America will send to a friend or loved-one letting them know that you made this gift in their name. There is a \$2 fee for this mailing.

Required Information:

You must print legibly, complete the entire In Honor or In Memory Of section on the order form (including a mailing address for the card), and pay the \$2 fee.



WAA Financials

Visit www.wreathscrossamerica.org/financials to find all WAA financial documents!

FINANCIALS

WITH EACH AND EVERY \$15 SPONSORSHIP, WE PLACE A WREATH ON THE GRAVE OF A FALLEN U.S. VETERAN.

When you donate to WAA your money sponsors a veteran's wreath first, and we operate on the small margin remaining.

- \$3.86 of every dollar donated goes toward wreath sponsorships, shipping costs not covered by our trucking partners, sponsorship group paybacks, and other program-related costs.
- Total WAA nationwide staff less than 35 full-time employees. The Executive Director and Chairman of the Board are volunteers.
- National Wreaths Across America Day and other events are made possible by 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 volunteer truck drivers and trucking companies make it possible for WAA to transport wreaths all over the country.

Total Functional Expenses Per Year 2020-990:

Category	Amount
Program	\$18,833,534
Administrative	\$3,043,804
Marketing	\$1,040,860

2021 Expense Allocation

- Program: 88%
- Marketing: 12%
- Administrative: 0%

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

[DOWNLOAD OUR DETERMINATION LETTER](#)

501 (c) (3) Determination Letter
501 (c) (3) Determination Letter 2018
Signed W-9 | 2022

WREATHS across AMERICA

WAA EIN - Tax Identification #

WAA 501(c)(3) Determination Letter

WAA W-9


Tax Receipts and In-Kind Donations

Are you looking for a Tax Receipt or an In-Kind Donation Form?

Simply email
finance@wreathscrossamerica.org
and they will provide one for you!

When a supporter visits your group or location page and sponsors wreaths online, they will receive a receipt via email.

Make note, volunteers may not issue tax receipts for sponsors. We are happy to help with it though!



Wreaths Across America
PO BOX 249
Columbia Falls, ME 04623
IRS 501(c) 3 Tax Exempt Number

IN-KIND DONATION FORM

Description of Item (included quantities): _____

Estimated Fair Market Value: _____ Donation: _____

Fair market value of any goods or services given to donor in return: \$ _____

Description of goods or services: _____

Individual donor or company name: _____

Name of person to be thanked: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Date Received: _____ Wreaths Across America representative: _____

APPROVAL: _____ DATE: _____

Direct vs Indirect Sponsors

To stay in compliance with federal regulations, the name that is attached to the order will always match the billing information for the form of payment.

What is a DIRECT sponsor?

It is the payor, the name on the check or the name on the form of payment (credit/debit card, Google Pay, PayPal)

The payor name must match the billing information.

If a payor uses a business credit card, the order will show the individual whose name is on the card.

What is an INDIRECT Sponsor?

It is the person who gave money to someone else, who then gave it to WAA.

If the name and billing information is not on the form of payment, that person is considered an INDIRECT Sponsor, even if their name is listed on the wreath sponsorship order form.

Processing Times



Online orders process quickly! You will see the details of these orders on your Wreath Count Report within 24-48 hours.



For **helpful tips and step-by-step instructions for placing an online veteran wreath order**, please reference the [Online Ordering Tutorial](#), which can be found on the [Volunteer Resource Page!](#)



Mailed orders will be visible on your Wreath Count Report within 3-4 weeks if received at WAA-HQ between the months of February and November. Mailed orders received in December and January take 8-12 weeks to fully process.



Please note, any additional wreaths matched as part of a promotional campaign or through a 3 for 2 group plan will be applied internally after your order processes.



Our team of finance professionals works hard to ensure that every order is processed correctly!

Order Tracking and Corrections

After your orders have fully processed, you can view their details on the Wreath Count Report or through the Research Orders Report.

If you need help locating an order on your Wreath Count Report, contact your Regional or Assistant Liaison. They will need the sponsors name, check # or online order #, dollar amount, and date of the order.

Wreath sponsorships can only be corrected by the sponsor. Volunteers should never contact a sponsor to request a change to their order.

If a sponsor wishes to update their order, they should call WAA Customer Service at 877-385-9504 to do so.



Cut-Off Forms



***Keep in mind, you may
fundraise all year round and
we encourage you to do so!***

All funds are due in the office by Cut-Off, November 28th, 2022, for the national wreath laying event on December 17th, 2022.

You will complete a Cut-Off Form, similar to an IOU, letting us know of any funds that you have on hand and would like included in the wreath delivery this year.

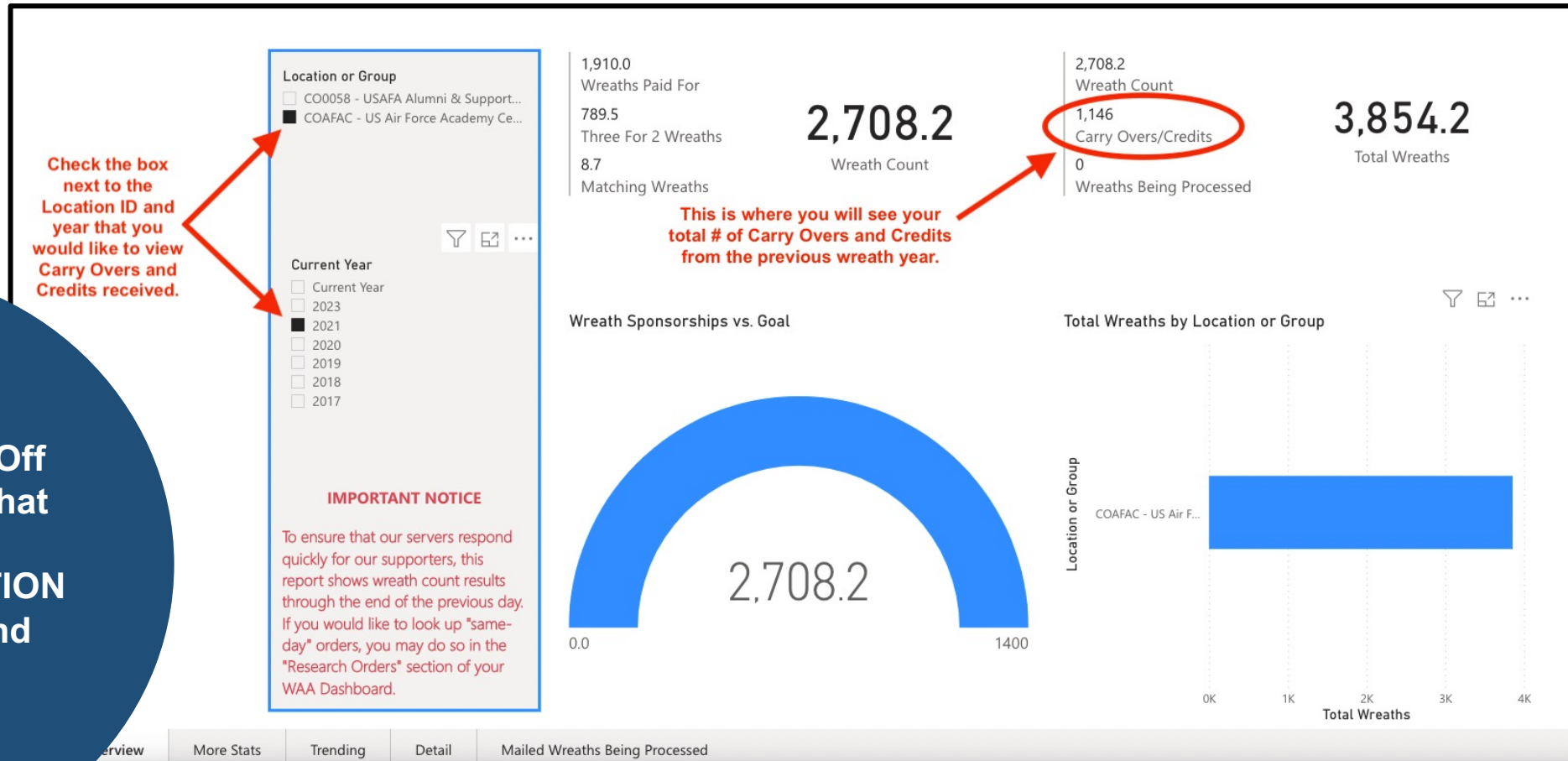
Cut-Off is the last day that orders are guaranteed for delivery this year, however, we will do our very best to get all orders on the truck in time for wreath day!



Carry Overs and Credits

View Carry Overs and Credits by mid-May each year.

All wreaths received after Cut-Off and not delivered that wreath year are added to the LOCATION as a Carry Over and Credit for the following year!



Check the box next to the Location ID and year that you would like to view Carry Overs and Credits received.

This is where you will see your total # of Carry Overs and Credits from the previous wreath year.

Payback Checks

\$5 Back Groups who receive more than \$600 in payback checks AND are not tax exempt will receive Form 1099 for their taxes.

When sponsors submit their orders correctly, it speeds up the process of issuing payback checks!

Earn \$5 back for every paid \$15 wreath sponsorship when you register as a \$5 Back Group!



Payback checks are issued for \$5 Back Groups every 45-60 days, February through November, making this a wonderful fundraising opportunity!

W-9 is required and must include EIN or SSN, an entity type, and a signature.

Liability Insurance Requests

When requesting proof of Liability Insurance, you will provide us with some basic information about your event so that we can ensure timely delivery of your request.

Does WAA Provide Liability Insurance?

Yes! Your WAA events are covered under our liability policy.

How Do I Obtain a Copy of Liability Insurance?

Email your Regional Liaison to be connected with someone in our Finance Team who will assist you with it.

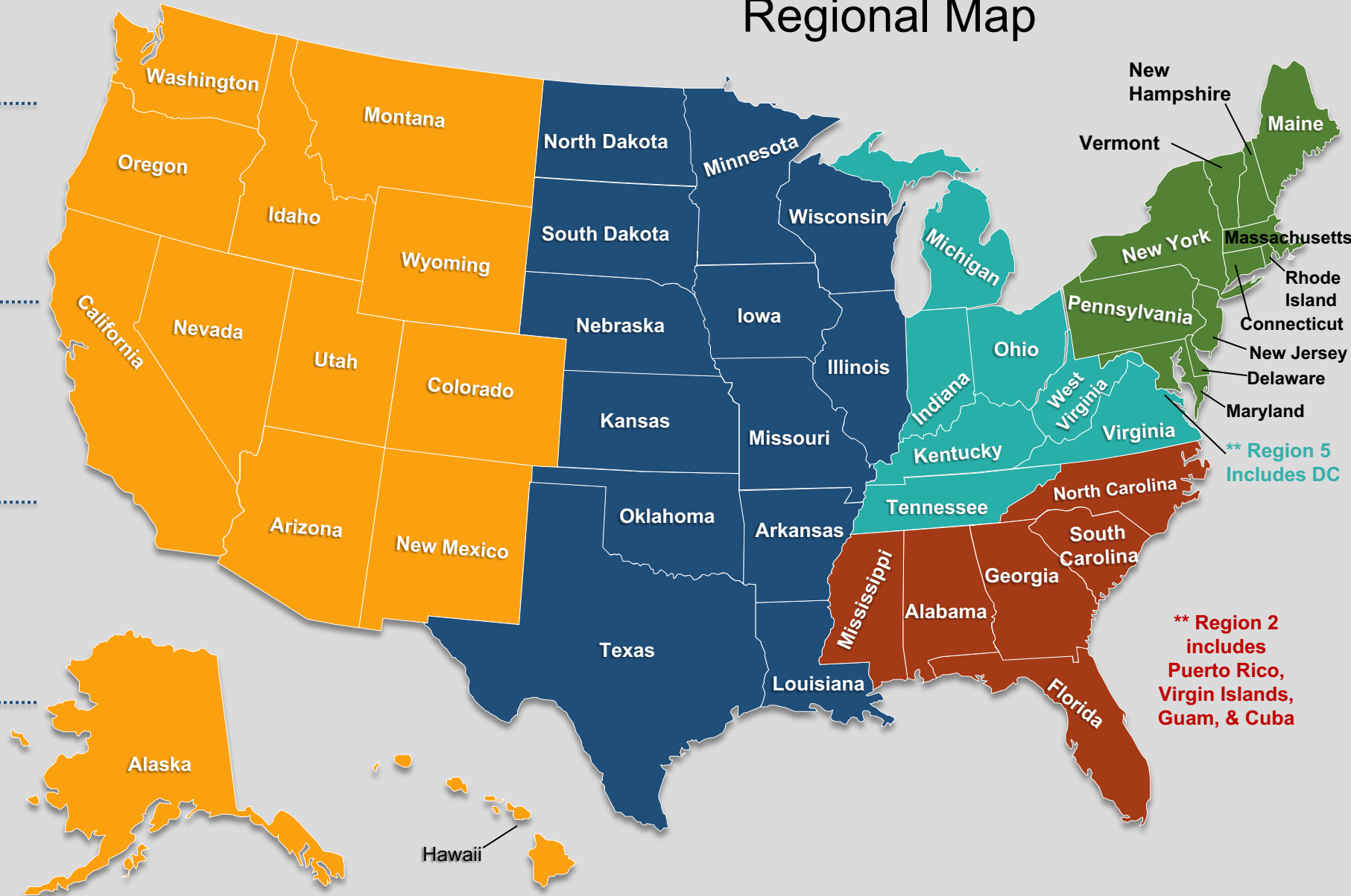
If the event needs underwriting, it can take up to a week, so plan accordingly!





WREATHS *across* AMERICA

Regional Map



Region 1 Liaisons

region1@wreathsacrossamerica.org

Terra DeLong: 207-470-0965

Emily Carney: 207-221-5163

Region 2 Liaisons

region2@wreathsacrossamerica.org

Miesa Bland: 207-813-4376

Richelle Bergeson: 207-618-5348

Region 3 Liaisons

region3@wreathsacrossamerica.org

Stephanie Molina: 207-813-4281

Richelle Bergeson: 207-618-5348

Region 4 Liaisons

region4@wreathsacrossamerica.org

Meagan Erickson: 207-470-0970

Amber Rocha: 207-813-4248

Region 5 Liaisons

region5@wreathsacrossamerica.org

Tiffany Lynch: 207-512-5263

Emily Carney: 207-221-5163

**** Region 2 includes Puerto Rico, Virgin Islands, Guam, & Cuba**

**** Region 5 Includes DC**

Meet the Locations and Groups Team



Julie Bright
Director of Locations & Groups

jbright@wreathsacrossamerica.org
207-618-5078



Terra Delong
Region 1 Liaison



Emily Carney
Regions 1 & 5 Liaison



Miesa Bland
Region 2 Liaison



Stephanie Molina
Region 3 Liaison



Richelle Bergeson
Region 2 & 3 Liaison



Meagan Erickson
Region 4 Liaison



Amber Rocha
Region 4 Liaison



Tiffany Lynch
Region 5 Liaison



WREATHS *across* AMERICA

THANK YOU

Wreaths Across America