



Henderson  
Behavioral Health

# POPPY PROJECT

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IN SUPPORT OF OUR VETERANS



# PROJECT CONCEPT

- ▶ A visual display of remembrance and patriotism in support of our veterans.
- ▶ An accessible community engagement opportunity to generate awareness and funds for Henderson Behavioral Health.
- ▶ A connection to national holidays:
  - May 22- National Poppy Day
  - May 25- Memorial Day
  - July 4- Independence Day
  - November 11- Veteran's Day
- ▶ Platform for the entire community to support our veterans.



Actual Photo

# OBJECTIVES

- ▶ Create awareness about veterans and ways for the public to support our heroes
- ▶ Raise funds to support Henderson Behavioral Health's Victory Program (Veterans In Counseling To Obtain Recovery)



# TIMING RELEVANCE

- ▶ Memorial Day (May 25)

Memorial Day commemorates the men and women who died while in the military service. In observance of the holiday, many people visit cemeteries and memorials, and volunteers often place American flags on each grave site at national cemeteries. A national moment of remembrance takes place at 3:00 p.m. local time.

- ▶ Independence Day (July 4)

Independence Day, commonly known as the Fourth of July or July Fourth, is a federal holiday in the United States commemorating the adoption of the Declaration of Independence on July 4, 1776, declaring independence from Great Britain.

- ▶ July 4, 2026 makes the 250<sup>th</sup> anniversary of this major milestone

- ▶ Veterans Day (November 11)

Veterans Day is intended to thank living veterans for their service, to acknowledge that their contributions to our national security are appreciated, and to underscore the fact that all those who served - not only those who died - have sacrificed and done their duty.

# BACKGROUND

- ▶ History of Honor and Remembrance
- ▶ Impact of Henderson Behavioral Health
- ▶ Veteran Facts



# HISTORY

- ▶ The American Legion adopted the poppy as a memorial symbol because of its powerful association with World War I remembrance – especially the poem “**In Flanders Fields.**”
- ▶ After World War I, bright red poppies were seen growing across the battle-scarred fields of Europe, particularly in Belgium and northern France. Canadian physician Lt. Col. **John McCrae** wrote “*In Flanders Fields*” in 1915, describing poppies blooming among soldiers’ graves. The poem spread worldwide and turned the flower into a symbol of sacrifice and remembrance.
- ▶ In 1918, an American professor and humanitarian named **Moina Michael** was deeply moved by the poem. She began wearing a red silk poppy to honor fallen soldiers and campaigned to make it a national remembrance symbol. Her efforts caught on internationally.
- ▶ By **1920**, the newly formed **American Legion** officially adopted the poppy as its memorial flower. Soon after, the Legion Auxiliary began distributing handmade poppies to:
  - ▶ honor those who died in service
  - ▶ raise funds to support veterans and their families
  - ▶ keep remembrance alive in everyday communities
- ▶ That tradition continues today – the poppy represents sacrifice, remembrance, and support for veterans.

# Impact of Henderson Behavioral Health

- Mental health conditions are amazingly common, and one in four Americans have a diagnosable mental health disorder.
- Last year, Henderson helped 25,000 clients, over 5,000 of which were children and youth under the age of 18.
- In 2025, Henderson helped 253 Veterans and since 2023, we have helped 638 Veterans
- In 2025, we received the highest Level of Accreditation (three years) from the Commission on Accreditation of Rehabilitation Facilities (C.A.R.F); an honor the organization has continuously maintained since 1992.

# VETERAN FACTS

- ▶ The VA reports there are 19.1 million veterans living in the United States.
- ▶ There are 1,379,000 veterans in the State of Florida.
- ▶ Florida has the second largest veteran population in the nation, behind Texas with 1,534,000 veterans.
- ▶ There are 504,000 service-connected disabled veterans in the State of Florida.
- ▶ There are 3,800 World War II veterans in the State of Florida.
- ▶ There are 36,400 Korean War veterans in the State of Florida.
- ▶ There are 406,000 Vietnam-era veterans in the State of Florida.
- ▶ There are 681,000 Gulf War Era to include Post 9/11 veterans in the State of Florida.
- ▶ There are 692,000 veterans in Florida 65 years of age and over.
- ▶ Fiscal 2023 demographic information from the VA's Veteran Population Projection Model 2018.



# FUNDRAISING

- ▶ Campaign inspired by British Legions’ “Poppy Appeal” program. Money raised goes directly to Henderson’s work providing mental health services to veterans.
- ▶ Tactics:
  - ▶ Public Art
  - ▶ Sponsorships
  - ▶ Special Events
  - ▶ Legacy Wall



# VIRTUAL LEGACY WALL

- ▶ In memory of those military heroes who have passed, we welcome friends and families to honor their own by adding his or her name to The Poppy Project Legacy Wall.



# Sponsor Levels



## Founders Circle \$25,000

- Naming rights of a 6 foot tall Poppy with dedication of individual or company
- Brand/name recognition in promotional materials
- Special introduction at kickoff event
- Social media post, naming company or individual
- 4 tickets to Henderson's Annual VIP Dinner at The Capital Grille on May 7th or May 2027 (depending on timing of gift)



Actual Photo

## Patriot Sponsor \$10,000

- Naming rights of a 5 foot tall Poppy
- Brand/name recognition in promotional materials
- Social media post, naming company or individual
- 2 tickets to Henderson's Annual VIP Dinner at The Capital Grille on May 7<sup>th</sup> , or May 2027 (depending on timing of gift)



Actual Photo



# Henderson Behavioral Health

**THANK YOU**