



Annual Supplement to the National 5-Year Programs Action Plan 2019-2021

The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

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What to Know About the 2017-2022 Programs Action Plan and Annual Supplement

In an effort to ensure consistency and help departments and units focus on serving the mission of the American Legion Auxiliary, the ALA Programs Action Plan has transformed into a five-year plan (2017-2022), with an Annual Supplement published each year containing updates on committee members plus reporting and award deadlines.

Here is what you need to know about the 2017-2022 Programs Action Plan and Annual Supplement:

- The 2017-2022 Programs Action Plan contains program information that will be consistent for the next five years. The full Plan, plus each individual committee's Plans can be found on the National website, in the Members Only Area at www.ALAforVeterans.org/members/programs-action-plan/.
 - Information that changes each year, like national committee members and their contact information, award deadlines, and contest themes can be found in the Annual Supplement to the action plan. The full Annual Supplement can be found on the National website, in the Members Only Area at www.ALAforVeterans.org/members/programs-action-plan/. Please visit each national program's page on the National website for individual program Annual Supplements.
 - In an effort to shine a spotlight on some great work by our members, national chairmen may be selecting award winners from among those who report – even if there was no actual award entry. In the past, national chairmen and committee members have lamented the small number of award applicants in spite of the great work being done all across the country that would make other individuals or groups eligible for an award.
 - One of the strategic outcomes from the ALA Centennial Strategic Plan was the realization that national end-of-year awards were not consistent from one program to another. You will see improved consistency regarding awards criteria across all programs.
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American Legion
Auxiliary

ANNUAL IMPACT REPORT

VOLUNTEER
HOURS
SERVING
VETERANS &
MILITARY

3,958,361

VOLUNTEER
HOURS
SERVING
MILITARY
FAMILIES

470,501

VOLUNTEER
HOURS SERVING
YOUTH,
SCHOLARSHIPS,
COMMUNITIES

2,658,800

TOTAL
VOLUNTEER
HOURS

7,087,662

RESOURCES
RAISED &
SPENT ON
VETERANS &
MILITARY

\$9,980,521

RESOURCES
RAISED &
SPENT ON
MILITARY
FAMILIES

\$1,441,229

RESOURCES
RAISED & SPENT
ON YOUTH,
SCHOLARSHIPS,
COMMUNITIES

\$11,027,222

TOTAL
RAISED &
SPENT

\$22,448,972

\$1.1
BILLION

The value of
American Legion
Auxiliary members'
volunteer service
in 2018–2019!

THAT'S
IMPACT!



American Legion Auxiliary

ANNUAL IMPACT REPORT

NUMBER OF AMERICAN LEGION AUXILIARY DEPARTMENTS	52
PERCENTAGE OF DEPARTMENTS REPORTING	94%
NUMBER OF UNITS	8,528
PERCENTAGE OF UNITS REPORTING	44%
AVERAGE PERCENTAGE OF MEMBERS REPORTING	9%

IMPACT MADE SERVING AMERICA'S VETERANS/MILITARY

Volunteer Hours Serving Veterans & Military	3,958,361
Total Dollars Spent Serving Veterans & Military	\$9,980,521
Total Number of Veterans Assisted	1,103,661
Veterans in Community Schools Presentations	69,416
In-Kind Donations	\$4,332,821
Total Number of Poppies Distributed	3,127,501
Total Dollars Raised from Poppies	\$3,575,837

IMPACT MADE SERVING MILITARY FAMILIES

Hours Volunteered	470,501
Dollars Spent	\$1,441,229
Number of Military Families Served	152,592



WHO WE ARE. WHAT WE DO. SEE WHY WE MATTER.

IMPACT MADE THROUGH SCHOLARSHIPS

Total Number of Scholarships Presented and Awarded	4,356
Total Dollar Amount of Scholarships Presented	\$1,446,240

IMPACT MADE THROUGH ALA GIRLS STATE

Hours Volunteered for ALA Girls State	332,034
Total Dollars Spent on ALA Girls State	\$3,494,831

IMPACT MADE IN YOUTH DEVELOPMENT

Hours Serving Legion Family Youth Activities	443,798
Total Dollars Raised/Spent to Benefit Children	\$1,025,871
Total Dollars in DIRECT AID to Help Children in Need	\$1,601,819
Total Number of Children Served	400,926

IMPACT MADE THROUGH SERVICE TO OUR COMMUNITIES

Total Number Volunteer Service Hours in Community Service Not Included Above	1,882,968
Total Dollars Spent on Community Projects Not Included Above	\$3,458,461

Due to publishing deadlines, data represents actual numbers received by American Legion Auxiliary departments in May 2019, with reporting from 94% participation of departments.



Message from Nicole Clapp 2019-2021 ALA National President



We have an extra special year planned to enjoy our centennial anniversary. What better way to recognize our 100 years of *Service Not Self* than by Celebrating a Century of Service, which is my theme for this year. The mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security. Please invest your time to review the 2017-2022

Programs Action Plan and this companion piece, the 2019-2021 Annual Supplement. I have included some important details to make this administrative year memorable.

This year, the national president's special emphasis will be The Health and Well-Being of our Veterans, Military, and Their Families. One hundred years ago, our mission was to take care of our veterans, military, and their families, and that purpose remains at the forefront of everything we do as members of the American Legion Auxiliary. Remember, well-being reaches far beyond the health status of an individual. It encompasses all aspects of someone's life from transition back into civilian life to years later when other life events occur. We will be using the Veteran Projects Fund, a special grant of the American Legion Auxiliary Foundation, to provide monetary assistance for department and unit projects that aid veterans and their families. So, if you know of a specific, emergent need, apply for a Veteran Projects Fund Grant. Information can be found at ALAFoundation.org.

The criteria to receive the National President's Award for Excellence has been simplified! There will be five unit and five department awards for excellence, demonstrating Celebrating a Century of Service, with the focus centering on The Health and Well-Being of our Veterans, Military, and Their Families. The winners will be recognized and presented with the National President's Award for Excellence on stage at the 2021 ALA National Convention.

New this year, we are planning to offer an American Legion Auxiliary Junior Member Loyalty Scholarship. This unique scholarship opportunity is designed to encourage our Junior members to continue their membership as senior members while assisting with their educational goals. We will be awarding one scholarship in each of the five divisions.

I look forward to Celebrating a Century of Service with each and every one of you!

Nicole Clapp

Nicole Clapp
natpres@ALAforVeterans.org



Message from Kathy Daudistel, 2019-2021 ALA National Vice President



Wow! One hundred years strong! What an exciting year we are in for as we Celebrate a Century of Service. As you work the programs this year, take time to reflect on the accomplishments we have achieved. But don't stop there. As you read through the 2017-2022 National Program Action Plan and the 2019-2021 Annual Supplement to the Programs Action Plan, remember why we are here. We must remain committed to serving our nation's veterans, the military, and their families.

The following pages are designed to help work the mission. Use them as a tool for when planning your programs and events.

Passion for our mission is what has sustained us for 100 years and passion is what will ensure that we are here for another 100 years.

I am looking forward to working with you under the leadership of National President Nicole Clapp. Thank you for all you do!

For God and Country,

Kathy Daudistel
kathyd@twc.com



American Legion Auxiliary Divisions

American Legion Auxiliary departments are grouped into five geographic divisions: Central, Eastern, Northwestern, Southern and Western. One national division vice president is elected from each division for a one-year term. These national officers act as representatives of the national president on all matters assigned by her.

Central Division

Illinois
Indiana
Iowa
Kansas
Michigan
Missouri
Ohio
West Virginia
Wisconsin

Eastern Division

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

Northwestern Division

Colorado
Minnesota
Montana
Nebraska
North Dakota
South Dakota
Wyoming

Southern Division

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
Oklahoma
Puerto Rico
South Carolina
Tennessee
Texas
Virginia

Western Division

Alaska
Arizona
California
Hawaii
Idaho
Nevada
New Mexico
Oregon
Utah
Washington

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Planning for the Future

- ALA Foundation

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2019 – 2021 Annual Supplement to the Programs Action Plan ALA Foundation

ALA Foundation Contact Information

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Established in 2007, the American Legion Auxiliary Foundation (ALAF) is a nonprofit 501(c)3 public benefit corporation. It is comprised of elected, designated, and appointed directors, and founded to assist in carrying out the educational, charitable, and other exempt purposes of the American Legion Auxiliary by raising funds for, assisting in conduct of, and providing support to the Auxiliary's programs.

ALA National President Nicole Clapp's focus for 2019-2021 is the health and well-being of our veterans, military, and their families. Here are a few ways to help using the ALA Foundation:

Bone and muscle injuries make up half of all combat wounds sustained in Operation Iraqi Freedom and Operation Enduring Freedom.* Over the years, assistive technology has proven to be beneficial to veterans adapting to a prosthetic limb or dealing with traumatic brain injury.

The U.S. Department of Veterans Affairs reports that in the past two decades, the number of veterans using prosthetics, sensory aids, and other equipment has increased more than 70 percent, allowing more of these men and women to be more independent.

The American Legion Auxiliary Foundation can help veterans in your area transition back into civilian life. If your Auxiliary unit, district/county, or department knows of a specific, emergent need for your local veterans or active military, the ALA Foundation Veteran Projects Fund may be able to lend a helping hand.

Please join us in providing veterans with the support they so desperately need and deserve to regain confidence and mobility. Visit www.ALAFoundation.org/Grants to learn more about what you can do.

**According to the National Institute of Health*



Mission Outreach Programs

- ALA Girls Nation
- Americanism
- Children & Youth
- Community Service
- Education
- Junior Activities
- Legislative
- Liaison to Child Welfare Foundation
- National Security
- Poppy
- Veterans Affairs & Rehabilitation

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2019 – 2021 Annual Supplement to the Programs Action Plan ALA Girls Nation

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** For the most up-to-date contact information, please visit the ALA Girls Nation Committee page at www.ALAforVeterans.org.



What is this program and why do we have it?

American Legion Auxiliary units in all 50 states proudly host ALA Girls State, an amazing week of learning, focused on responsible citizenship, leadership, and love for God and Country. Participants are assigned to mock cities and to a political party, with most states using the “Federalist Party” or “Nationalist Party.” They are immersed in learning about the political process by electing officials for all levels of state government and actively running a mock government. Assistance from dedicated ALA volunteers ensures the program’s nonpartisan governmental, patriotic, and civic objectives are carried out through interactive learning. Though the week is filled with many learning opportunities, there is always time for fun and the formation of long-term friendships.

Two girls are selected from each ALA Girls State program to attend ALA Girls Nation. ALA Girls Nation “senators” meet for a week in Washington, D.C. where they run for political office, campaign, debate for the passage of legislation, and meet with U.S. Congressmen and Senators from their states. Capping off the week of ALA Girls Nation is a possible meeting with the President of the United States at the White House. This year, ALA Girls Nation will convene July 24-31, 2021

Please consider sending one or more members of your ALA Girls State staff to the ALA Girls State Leadership Conference in Indianapolis, Ind. The valuable aspect of this conference is the networking of other ALA Girls State volunteers who share their ideas and best practices from their own programs. Please check back later for possible dates.

ALA Girls State Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department ALA Girls State chairman is required to submit a narrative report by **January 5, 2021** to the division ALA Girls Nation chairman, plus copy the national ALA Girls Nation chairman.

Annual Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department ALA Girls State chairman is required to submit a narrative report by **May 15, 2021** to the division ALA Girls Nation chairman, plus copy the national ALA Girls Nation chairman. Members and units should follow their department’s protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

The first ALA Girls States were recorded as starting as early as 1938 and now is held annually in every state in the nation. The first ALA Girls Nation President elected was George Ann Hicks from a little college town in Oklahoma and her dream was to have ALA Girls Nation be expanded to a Girls World, with girls from around the world attending. George Ann also recognized that would be difficult to do as ALA Girls Nation is structured after the U.S. form of government and other countries have different forms of government.



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2019 – 2021 Annual Supplement to the Programs Action Plan Americanism

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** For the most up-to-date contact information,
please visit the Americanism Committee page at
www.ALAforVeterans.org.



What is this program, and why do we have it?

The Americanism program promotes patriotism and responsible citizenship.

Americanism Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Americanism committee contact information may be found on the Americanism committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Dorothy Pearl Most Outstanding Unit Americanism Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Department Award:** Best Department Americanism Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Americanism Essay Contest**
 - 2020 – 2021 Theme: “How can we address the health and well-being of our veterans, military, and their families?”
 - All department entries must be sent by the department chairman to the national division chairman emailed or postmarked by April 15, 2021.

Americanism Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Americanism chairman is required to submit a narrative report by **January 5, 2021** to the division Americanism chairman, plus copy the national Americanism chairman.

(Americanism continued...)



Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Americanism chairman is required to submit a narrative report by **May 15, 2021** to the division Americanism chairman, plus copy the national Americanism chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

Americanism: a term which became relevant in the late 19th century standing for allegiance to traditions. When the concept of Americanism was first used, nearly half of all Americans had not attended high school and many, being immigrants, did not speak English. Education came to the forefront to teach English, Americanism and Patriotism as well as to understand what our veterans had endured during the war. As the programs of The American Legion Family grew, so did the knowledge and feeling of Americanism and the U.S. Flag became our symbol of freedom and patriotism, known all over the world.



**AMERICANISM ESSAY CONTEST
2021 Cover Sheet**

Each year, the American Legion Auxiliary (ALA) sponsors an Americanism Essay Contest for students in grades 3-12, including students with special needs. Grade levels are divided into six classes. One award in each of the six classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at www.ALAforVeterans.org after convention.

Essay Title: *"How can we address the health and well-being of our veterans, military, and their families"*

Essay Classes:

Class	Grade Level	Word Requirement
I	3 and 4	150-250
II	5 and 6	250-300
III	7 and 8	350-400
IV	9 and 10	450-500
V	11 and 12	450-500
VI	Students with special needs	Word count should correspond with student's grade level.

Essay Checklist:

- ☐ Class competing in _____
- ☐ Sponsoring ALA unit _____
- ☐ Typed or neatly written essay conforming to the word requirement for class
- ☐ Completed essay coversheet as first page of essay
- ☐ Word count of essay _____
- ☐ Due date for student to return to ALA unit _____

To Be Completed by the Student/Parent:

Student Name: _____

Address (Street, City, State, Zip): _____

E-mail Address: _____

Phone: _____

School Name: _____

School City/State: _____

Teacher Name and Signature: _____

Auxiliary Use Only (Must be completed for entry to be considered.):

Sponsoring Unit Name/Number: _____

Signature of Unit Americanism Chairman: _____

Unit winner due to Department on: _____ Department: _____

Signature of Department Chairman: _____

Department winner due to National Americanism Division Chairman by April 15, 2021



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Children & Youth

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** For the most up-to-date contact information, please visit the Children and Youth Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Children & Youth program emphasizes protecting, caring for and supporting children and youth, particularly those of veterans and military families.

Children & Youth Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Children & Youth committee contact information may be found on the Children & Youth committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit Children & Youth Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Department Award:** Best Department Children & Youth Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Children & Youth Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Children & Youth chairman is required to submit a narrative report by **January 5, 2021** to the division Children & Youth chairman, plus copy the national Children & Youth chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Children & Youth chairman is required to submit a narrative report by **May 15, 2021** to the division Children & Youth chairman, plus copy the national Children & Youth chairman. Members



and units should follow their department's protocol and deadlines for report submissions at the department level.

Children & Youth Notes:

- Due to circumstances beyond our control, the company that manufactures and distributes Josh Dogs/GI Josh is closing operations. It is our hope that this is a temporary situation and Josh will simply be in hiatus for a year.
- Star Spangled Kids (SSK) is moving to the Americanism program. Don't stop working this initiative; simply report it under Americanism.

Special 100th Anniversary History Program Facts:

The ALA's Children and Youth (C&Y) program started out as "Child Welfare" in 1931-1932 and was changed to Children and Youth in 1970-1971. The Youth Hero Award became a part of C&Y in 2002-2003 to recognize someone under 18 years of age who performs a heroic act of bravery. The Good Deed Award was added shortly after to recognize youths who contribute through community service. In 2013-2014, the "Kids of Deployed are Heroes, Too" (KDH2) initiative was started to help military kids feel special and not ignored when their family member was deployed.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Community Service

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**For the most up-to-date contact information, please visit the Community Service Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

By being visible in our localities, the Community Service program demonstrates who we are, what we do, and why we matter.

Community Service Program Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just follow these simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Community Service committee contact information may be found on the Community Service committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit Community Service Program (per division)
 - Deadline June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Department Award:** Best Department Community Service Program (per division)
 - Deadline June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Community Service Reporting

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Community Service chairman is required to submit a narrative report by **January 5, 2021** to the division Community Service chairman, plus copy the national Community Service chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Community Service chairman is required to submit a narrative report by **May 15, 2021** to the division Community Service chairman, plus copy the national Community Service chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.



Special 100th Anniversary History Program Facts:

The national Community Service committee was established in 1926, during the term of Past National President Adalin Macauley of Wisconsin. In 1934, during the term of Past National President Tess Carlson of Minnesota, a campaign was launched to make “good” books available to more Americans. The Community Service committee carried out this program.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Education

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** For the most up-to-date contact information,
please visit the Education Committee page at
www.ALAforVeterans.org.



What is this program, and why do we have it?

The Education Program promotes the American Legion Auxiliary's role in providing quality education for children and adults through classroom activities, literacy programs, scholarship promotions and support of education beyond high school, with a special emphasis on children of veterans and servicemembers.

Education Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Education committee contact information may be found on the Education committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit Education Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Department Award:** Best Department Education Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Scholarships

Note: Scholarship applications are available for download on the national website, www.ALAforVeterans.org/scholarships.

- A. **Children of Warriors National Presidents' Scholarship**
 - Scholarship applications should be sent to your local ALA unit
 - Deadline: March 1, 2021
- B. **The Non-Traditional Student Scholarship**
 - Scholarship applications should be sent to your local ALA unit
 - Deadline: March 1, 2021
- C. **Spirit of Youth Scholarship**
 - Scholarship applications should be sent to your local ALA unit



- Deadline: March 1, 2021
- D. **Junior Auxiliary Loyalty Scholarship**
- Scholarship applications should be sent to your local ALA unit
 - Deadline: March 1, 2021
 - Two scholarships in the amount of \$2,500 will be awarded in each American Legion Auxiliary division, for a total of ten scholarships.
 - Candidates for this award shall have been Junior members of the American Legion Auxiliary, held membership in the American Legion Auxiliary for the past three consecutive years (2018, 2019 and 2020) and must be a paid member for the current (2021) membership year. Applicant must continue her membership in the American Legion Auxiliary during the scholarship period. Applicant must have completed at least one semester of college but not yet attained a bachelor's degree and have at least a 3.0 GPA using a 4.0 base.
 - This scholarship is intended for the traditional student with no interruption in her education, who is at least in her first semester of college but not yet attained a bachelor's degree. Any member who is non-traditional student (a student who returning to the classroom after some time away from college) is welcome to apply for the American Legion Auxiliary Non-Traditional Scholarship.

Education Reporting

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Education chairman is required to submit a narrative report by **January 5, 2021** to the division Education chairman, plus copy the national Education chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Education chairman is required to submit a narrative report by **May 15, 2021** to the division Education chairman, plus copy the national Education chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

The American Legion and the Auxiliary have been advocates of Education through the years. Kicking off at its inception in 1919, The American Legion met with representatives of the National Education Association to discuss the state of Education in our country and to create awareness of the problems of illiteracy. The first American Education week was introduced in December of 1921, with The American Legion and the NEA as cosponsors. The week before Thanksgiving has been designated as American Education Week and Auxiliary Members still support this important week.



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2019 - 2021 Annual Supplement to the Programs Action Plan Junior Activities

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** For the most up-to-date contact information, please visit the Juniors Activities Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Junior Activities program inspires active participation in members age 17 and under so that they will become engaging, productive members who will want to continue their American Legion Auxiliary membership into adulthood.

Junior Activities Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Junior Activities committee contact information may be found on the Junior Activities committee page on the national website, www.ALAforVeterans.org.

- A. **Member Award:** Junior Member of the Year
 - Deadline: June 1, 2021
 - Nominees must have been a Junior at the start of the 2019-2020 administrative year.
 - Unit chairman must send to National Headquarters to the Junior Activities Program Coordinator/Committee Liaison via email
- B. **Unit Award:** Most Outstanding Unit Junior Activities Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Department Award:** Best Department Junior Activities Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- D. **National Award:** Best Media Coverage of Activity or Project
 - Deadline: June 1, 2021
 - Send to national chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.



Junior Activities Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Junior Activities chairman is required to submit a narrative report by **January 5, 2021** to the division Junior Activities chairman, plus copy the national Junior Activities chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Junior Activities chairman is required to submit a narrative report by **May 15, 2021** to the division Junior Activities chairman, plus copy the national Junior Activities chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

In 1934, the following change to the American Legion Auxiliary Constitution was adopted: To strike out Section 2, Article III, which is the article on Eligibility and substitute the following:

“Section 2. There shall be two classes of membership, Senior and Junior.

- (a) Senior membership shall be the functioning (or active) group composed of members over the age of eighteen years.
- (b) Junior membership shall consist of that group under the age of eighteen years, whose activities shall be supervised by the senior membership. Upon reaching the age of eighteen years, Junior members shall automatically be admitted into active membership with full privileges.
- (c) Dues of both classes shall be paid annually.”

In the 1936-1937 year, under National President Scar W. Hahn, the Junior Program was launched. Junior membership grew from 29,000 to 40,000 during that following year due to the great work the Juniors were doing.



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2019 - 2021 Annual Supplement to the Programs Action Plan Legislative

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**For the most up-to-date contact information, please visit the Legislative Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Legislative Program provides information and assistance to American Legion Auxiliary members to advocate for the legislative agenda of The American Legion.

Legislative Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Legislative committee contact information may be found on the Legislative committee page on the national website, www.ALAFforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit Legislative Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above
- B. **Department Award:** Best Department Legislative Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above

Legislative Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Legislative chairman is required to submit a narrative report by **January 5, 2021** to the division Legislative chairman, plus copy the national Legislative chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Legislative chairman is required to submit a narrative report by **May 15, 2021** to the division Legislative chairman, plus copy the national Legislative chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

***Special 100th Anniversary History Program Facts:***

It is as true today as it was when the American Legion Auxiliary was formed. The ALA Legislative program follows the direction of The American Legion Legislative priorities. In 1943, The American Legion presented an Omnibus Bill, which soon became known to history as the “G.I. Bill of Rights.” It was signed into law on June 22, 1944 by Franklin D. Roosevelt. Former national commander of The American Legion, Harry W. Colmery, was credited with drawing up the first draft of the GI Bill. You can be certain that the ALA had a part in advocating for this most important document to become law. In addition, we recently had the signing of the Forever GI Bill, also called the Harry W. Colmery Veterans Education Assistant Act of 2017.

Mrs. O. L. Koger was National President in 1962 when National Commander of TAL James E. Powers invited the ALA representatives to attend The American Legion Legislative Conference. The Awareness Assembly was held concurrent with the Legion’s annual Washington meetings and in 1984, ALA members conducted their first joint Legislative rally with Legionnaires. American Legion Auxiliary members join annually with The American Legion as they meet with members of Congress and advocate for veteran issues.

In 1980, with the permission of the National Legislative Commission of The American Legion, a national Legislative Council was established. Members from each department were appointed to serve on this council for a term of two years. The council made it possible to reach all the members of Congress within a 24-hour period. This Council was reestablished in 2010 and again revitalized in the 2018-2019 ALA administrative year.



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2019 - 2021 Annual Supplement to the Programs Action Plan

Liaison to The American Legion Child Welfare Foundation

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** For the most up-to-date contact information, please visit the
Children & Youth page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Liaison to The American Legion Child Welfare Foundation's goal is to educate members and the general public about the Child Welfare Foundation (CWF), its mission, and to provide financial assistance to The American Legion in their efforts to award grants to youth-serving nonprofit organizations.

American Legion Child Welfare Foundation Awards

- A. **Department Award: U.S. "Udie" Grant Legacy Award**
 - Award: Plaque
 - Presented to: One department by The American Legion
 - Materials and guidelines:
 - Presented at ALA National Convention to the top department based on combined total contributions of The American Legion Family during the contribution year (June 1 through May 31).
- B. **Department Award: Garland M. Murphy Jr. Award**
 - Award: Plaque
 - Presented to: One department from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to one department from each organization of the Legion Family with the greatest contributions to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
 - Presented by The American Legion.
- C. **Department Award: Excellence Award**
 - Award: Plaque
 - Presented to: Ten departments from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to one of 10 departments from each organization of the Legion Family with the highest per capita contribution average to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
 - Citations will be mailed to runners-up.
- D. **Department Award: Meritorious Achievement Award**
 - Award: Plaque
 - Presented to: One department from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to the top department from each organization of the Legion Family with the highest increase in per capita giving to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).

**E. Department Award: “Heritage Circle” Gift Club**

- Award: Plaque
- Presented to: Departments of The American Legion Family by The American Legion.
- Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Plaques will be mailed September 1.
 - Benefactor Level - \$5,000
 - Patron Level - \$2,500
 - Sponsor Level - \$1,000

F. Unit Award: “Children First” Gift Club

- Award: Plaque
- Presented to: Units by The American Legion.
- Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Guardian Level - \$1,000
 - Advocate Level - \$750
 - Caretaker Level - \$500

G. Unit Award: 100% Per Capita Banner Program

- Award: Banner
- Presented to: Units by The American Legion.
- Materials and guidelines:
 - Presented to units donating at least one dollar for each member to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Application form can be found at www.cwf-inc.org.

H. Member Award: “Cornerstone” Gift Club

- Award: Pin
- Presented to: Members by The American Legion.
- Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Foundation Ambassadors - \$1,000
 - President’s Circle - \$500
 - Foundation Partners - \$250
 - Century Club - \$100

**Child Welfare Foundation Reporting for the American Legion Auxiliary**

An annual report is not required; however, an annual summary is suggested as a tool to gauge the direction and effectiveness of department activities. Department Children & Youth and/or Child Welfare Foundation chairmen should forward this report to the ALA National CWF Chairman by **May 15, 2021**.

Additional Resources You Can Use

1. The American Legion Child Welfare Foundation: www.cwf-inc.org
2. The Liaison to Child Welfare Foundation page at www.ALAforVeterans.org

Special 100th Anniversary History Program Facts:

In 1952, Dr. Garland D. Murphy, Jr., made a huge donation to benefit children with the forethought and diligent work of The American Legion, along with Dr. Murphy, the Child Welfare Foundation was formed as a 501(c)(3) corporation after approval by the National Executive Committee in 1953.

The Child Welfare Foundation was established in 1954, formed for the betterment and well-being of the children in this country. Not all American children grow up inside the comfortable means of a normal childhood, as many children require specialized care to overcome obstacles they were given in life.

More than \$17 million have been awarded to various entities that contribute to the assistance and welfare of children across our nation.

The American Legion Auxiliary and Sons of the American Legion work hand and hand along with the board of directors of the Child Welfare Foundation and, with the entire Legion Family, we raise and donate money for the comfort and happiness of children. Please consider asking your Units, Departments and unit members to make a donation to this worthwhile program.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplements to the Programs Action Plan National Security

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**For the most up-to-date contact information, please visit the National Security Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The National Security program maintains and promotes a strong national defense by strengthening and supporting military servicemembers and their families.

National Security Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and National Security committee contact information may be found on the National Security committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit National Security Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Department Award:** Dorothy Pearl Best Department National Security Program (per division)
 - Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

National Security Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department National Security chairman is required to submit a narrative report by **January 5, 2021** to the division National Security chairman, plus copy the National Security chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department National Security chairman is required to submit a narrative report by **May 15, 2021** to the division National Security chairman, plus copy the National Security chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

***Special 100th Anniversary History Program Facts:***

In 1924, Mrs. O.D. Oliphant (New Jersey) was elected National President. Under her leadership, the first Women's Patriotic Conference on National Defense was held in Washington, D.C. in February 1925.

While in 1942, Mrs. Alfred J. Mathebat (California) was elected National President. Wartime rationing and travel restrictions continued to affect every American, including Auxiliary members, forcing cancellation of the Women's Patriotic Conference on National Defense. National President, Mrs. Rae Ashton (Utah), chaired the first Women's Forum on National Security, in January 1953, in Washington D.C. First Lady Mamie Eisenhower and Mrs. Pat Nixon, wife of the vice president, hosted the forum at the White House.

In 1973, with the still active Vietnam War, two Resolutions were passed by the delegates to the National Convention. One to continue support of the National League of Families and one to declare Memorial Day 1974 as a day to shout to Congress to "Get Our Men Home". In 1981, the American Legion Auxiliary Awareness Assembly held in Washington, D.C., replaces the Women's Forum on National Security.

In 1988, the National Security Committee Chairman, Linda Boone, reported that units and departments efforts raised and donated a total of \$108,400 for National President Alice Galka's special project, the USO.

The National Security Committee has remained continuous with the program. In 2015, the new ALA Military Readiness Action Guide was launched and provided members with a valuable online resource to assist in locating services for active-duty, reservists, and National Guard members.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Poppy

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** For the most up-to-date contact information,
please visit the Poppy Committee page at
www.ALAforVeterans.org.



What is this program, and why do we have it?

Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family.

Poppy Contest and Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Poppy committee contact information may be found on the Poppy committee page on the national website, www.ALAforVeterans.org.

A. **Poppy Poster Contest**

- Deadlines: 2019-2020 June 1, 2020 and 2020-2021 June 1, 2021
- All department entries must be sent by the department chairman to her national division chairman postmarked by 5 p.m. EST on the deadline listed above.

B. **Little Miss Poppy**

- Deadlines: 2019-2020 July 1, 2020 and 2020-2021 June 1, 2021
- Department Poppy chairman submits the name, address, unit, and department of the contestant to her national division Poppy chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

C. **Unit Award:** Most Outstanding Unit Poppy Program (per division)

- Deadline: June 1, 2021
- Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

D. **Department Award:** Best Department Poppy Program (per division)

- Deadline: June 1, 2021
- Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above



Poppy Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Poppy chairman is required to submit a narrative report by **January 5, 2021** to the division Poppy chairman, plus copy the national Poppy chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Poppy chairman is required to submit a narrative report by **May 15, 2021** to the division Poppy chairman, plus copy the national Poppy chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

The Remembrance Red Poppy began on Saturday, Nov. 9, 1918, as a memorial to those who sacrificed their lives in WWI, after Ms. Moina Belle Michael read a poem written by Lt. Col. McCrae entitled, "We Shall Not Sleep" (later entitled "In Flanders Field") in the November issue of Ladies Home Journal while she was on duty at the 25th Conference of the Overseas YMCA. Ms. Michael's desk was located in a room called GEMOT, a get-together place where servicemen said farewell to family members. She purchased twenty-five poppies and distributed them to the businessmen in New York attending the conference.

In her autobiography, "The Miracle Flower", she described how the idea came to her after she read Lt. McCrae's poem. Ms. Michael went on to lead a campaign for the adoption of the poppy as the national symbol of sacrifice and on Sept. 27, 1920, the Red Poppy became the official flower of The American Legion Family to memorialize the soldiers who served during WWI.

For almost 100 years, 100% of the funds raised through the distribution of poppies by American Legion Auxiliary members has exclusively supported active-duty military, veterans and their families. National Poppy Day is celebrated on the Friday before Memorial Day.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Veterans Affairs & Rehabilitation (VA&R)

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** For the most up-to-date contact information, please visit the Veterans Affairs & Rehabilitation Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Veterans Affairs & Rehabilitation program promotes our mission to enhance the lives of veterans, military and their families.

VA&R Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and VA&R committee contact information may be found on the VA&R committee page on the national website, www.ALAforVeterans.org.

Service to Veterans

- B. **Unit Award:** Most Outstanding Unit VA&R Program (per division)
- Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Department Award:** Best Department VA&R Program (per division)
- Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

National Veterans Creative Arts Festival (NVCAF) support recognition

- A. **NVCAF Award:** NVCAF Support Recognition
- Deadlines: 2019-2020 July 31, 2020 and 2020-2021 July 31, 2021
 - Send donations to the ALA Foundation to National Headquarters

Veteran Affairs Voluntary Service (VAVS)

- A. **National Award:** VAVS Volunteer of the Year /ALA NAC Nominee
- Deadline: November 1, 2020
 - Submitted by the chiefs of voluntary service and department chairman to the national VAVS deputy
- B. **Member Award:** 10,000 Hour Volunteer Service
- Deadline: March 31, 2021



- Verification of hours must be mailed or emailed to National Headquarters by the first Friday in June
- C. **Member Award: 20,000 Hour Volunteer Service**
 - Deadline: March 31, 2021
 - Verification of hours must be mailed or emailed to National Headquarters by the first Friday in June
- D. **Individual Recognition Award: Volunteer Recruitment & Service Department**
 - Deadline: March 31, 2021
- E. **Individual Recognition Award: 100 Percent VAVS Meeting Attendance**
 - Awarded to each representative and deputy who has 100 percent attendance to VAVS committee meetings at her assigned facility.
- F. **Department Recognition from The American Legion Award: Michael Guty Homeless Veterans Outreach**
 - Deadline: January 15, 2021
 - Entries must be approved by the department adjutant or department employment chairman and sent to The American Legion National Headquarters
- G. **James H. Parke Scholarship**
 - Deadline: November 1, 2020
 - See www.va.gov for information on VAVS, James H. Parke Scholarship

Veterans Affairs & Rehabilitation Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department VA&R chairman is required to submit a narrative report by **January 5, 2021** to the division VA&R chairman, plus copy the national VA&R chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department VA&R chairman is required to submit a narrative report by **May 15, 2021** to the division VA&R chairman, plus copy the national VA&R chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

Kris West, PNP 2000-2001, was contacted by John Hampton, a former staff member of The American Legion from the Washington D.C. office and who was later employed by the VA. He was looking for an organization to support The National Veterans Creative Arts Festival (NVCAF) that was going to be held in Washington D.C.

Since the very first sponsorship of the NVCAF was a success, she then knew there would need to be money raised each year, if this was going to continue. She decided to approach and enlist the help of the upcoming members of the leadership team (Katherine Morris, Sheri McLaughlin and Elsie Bailey), to ask them to support and commit to continue with the National Veterans Creative Arts Festival.



Kris wrote a resolution seeking donors and business to support the program. That first year, \$2,500 was donated by Pfizer, \$5,000 by Eli Lilly and \$5,000 from a bank all located in Indianapolis.

As a gift she decided to present a scenic book of Washington D.C. with a note on the inside cover thanking the veteran for his/her service to our country and that it was sponsored by the American Legion Auxiliary.

Some of the previous MC's for the program were: Ernest Borgnine, Jane Powell and Michael Petersen.



Member Support Committees

- Auxiliary Emergency Fund (AEF)
- History
- 100th Anniversary
- Constitution & Bylaws
- Leadership
- Membership
- Past Presidents Parley
- Public Relations

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The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 – 2021 Annual Supplement to the Programs Action Plan Auxiliary Emergency Fund (AEF)

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** For the most up-to-date contact information,
please visit the Auxiliary Emergency Fund
Committee page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Auxiliary Emergency Fund provides temporary financial assistance to eligible members during times of financial crisis or weather-related emergencies and natural disasters and promotes awareness and knowledge of the program.

Auxiliary Emergency Fund Awards Deadlines:

- A. **Department Award:** Largest Contribution
 - Deadline: June 1, 2021
- C. **Unit Award:** Unit Contributing the Largest Amount (per capita)
 - Deadline: June 1, 2021
- D. **Department Award:** Department Contributing the Largest Amount (per capita)
 - Deadline: June 1, 2021

Auxiliary Emergency Fund Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department AEF chairman is required to submit a narrative report by **January 5, 2021** to the division AEF chairman, plus copy the national AEF chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department AEF chairman is required to submit a narrative report by **May 15, 2021** to the division AEF chairman, plus copy the national AEF chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary Program Facts:

The Auxiliary Emergency fund was established in 1969 by the National Executive Committee, as National President Marcella Davidson, Department of New Mexico, started this as her special project. It was funded initially through a generous legacy gift from Auxiliary member Helen Colby Small of Burlington, Wisconsin. The AEF is now able to continue to grant assistance through voluntary contributions. The Auxiliary promotes awareness of the fund, disseminates information about the application process, and solicits donations from units, departments, and individual members in order to continue its availability as a resource to help members in certain dire states. A national AEF grant review committee awards AEF grants to applicants based on criteria, membership, and fund availability.



In 1981, the AEF program was expanded to include a fund to help members who needed to support themselves due to unexpected life-changing circumstances such as death or illness of a spouse, divorce, or desertion. Those women found it difficult to obtain employment, and who are without the job skills necessary to obtain adequate employment. Because of this, short-term assistance can now be provided to help our members acquire marketable job skills through schooling or job training when all other sources of financial aid have been exhausted. This was called the Displaced Homemakers Fund. With the continuous generosity of our unit members, the funds allowed a wider use of the benefits to our members and it continues today. The first AEF grant amount was \$150 and today the grant amount is for \$2,400 that our members may be eligible to receive. Since the AEF Program's existence, our members have received an estimated \$5.8 million, with over \$6 million in donations from our generous members.



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2019 - 2021 Annual Supplement to the Programs Action Plan History

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What is this program, and why do we have it?

The heart of any organization's history is in its records – items that officers, members, directors, staff, and volunteers have produced and compiled over the years. They provide unique testimony to the achievements of an organization.

History Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department, and are intended as an opportunity for mid-year correction. Each department History chairman is required to submit a narrative report by **January 5, 2021** to the national History chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department History chairman is required to submit a narrative report by **May 15, 2021** to the national History



chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary Program History Facts:

The History Committee was created by resolution at the 1972 National Convention. Originally named the Cavalcade of Memories Committee, it began as a curator committee of three to collect, display and care for artifacts of national interest of the American Legion Auxiliary, donated for the new Cavalcade of Memories Museum located at ALA National Headquarters. The committee name changed to reflect that the Auxiliary's history is contained not only in these artifacts, but also in its photos, books, and governing documents, which require care as well. While the committee is still committed to collecting items of national importance for the museum and archives, the main focus of the committee has evolved to assisting departments and units in the collection and care of their important histories.



HOW TO CELEBRATE WOMEN'S HISTORY MONTH

Committee:

History

Contact Information for Questions:

History@ALAforVeterans.org

Objective:

Celebrate the special women of our organization

Background Information

The month of March is dedicated to the celebration of women's history. It corresponds with International Women's Day on March 8th. What could be better for a women's organization to do than celebrate their own history? Our Auxiliary members have accomplished a great deal all around the world. Now it's time to celebrate what makes them so special!

Step-by-Step Instructions

What can we do?

- Learn more about Auxiliary members who made history within your department or unit. This could include girls sponsored to ALA Girls State who have gone on to do great things or those members who have improved their communities, state or country.
- Celebrate the women in your life – mom, grandma, even your sister.
- Donate money to the ALA Cavalcade of Memories budget at the unit, department, or national level in honor of a special woman.
- Set up a display in honor of those members who have gone above and beyond the ALA's mission.
- Write an article for your unit/department newsletter about Women's History Month or about the woman you are honoring.
- Check out how women's fashion has changed over time in the Auxiliary, as well as women's hair fashion. There has been a great deal of change from 1919 to today!
- Research and write about how the former and present members make a difference in the community and share with others.
- Put up a display at your local library, historical society, or storefront, celebrating the work that the women of the ALA have done and still do every day.



Remember – these activities can be shared with the Junior members. Honoring our members provides them with a role model. Sharing our history with our Junior members allows them to know that they, too, are valuable members of this great organization. Hopefully, they will begin to own this history and remain members throughout their lifetimes.



HOW TO INVOLVE A JUNIOR MEMBER

Committee:

History

Contact Information for Questions:

History@ALAforVeterans.org

Objective:

Help a Junior member (9th – 12th grades) earn the new History Patch

Background Information



In a joint effort with the National Junior Activities Committee, we have developed a History Patch for our high school (9th – 12th grades) Junior members. These young ladies have an opportunity to work with, learn from, and take ownership of the American Legion Auxiliary history. It is important for them to understand that they are a part of the Auxiliary's history. By earning this patch, they may become interested not only in the history itself, but in preserving it as well, and become a unit's or department's History/Cavalcade chairman.

Step-by-Step Instructions

What can we do?

- Contact the department Junior Activities chairman and ask her to help promote this new patch. Make joint announcements at your fall/winter/spring meetings, division/district meetings, etc.
- Write an article about the patch for the department newsletter.
- Make a poster to promote the patch for meetings. Include the patch and activities list (see below).
- Encourage the unit History/Cavalcade chairmen to promote this patch and work with their unit Junior Activities committee chairman.
- Find a high school aged Junior member and be a mentor to her as she works the activities to earn the patch.



HISTORY PATCH BLUE LEVEL 3 (Grade 9th-12th)

Educate yourself about the history of the ALA and The American Legion Family

Level 3: Twelve (12) possibilities; **Three* (3) activities are required;** Six (6) are your choice.
A total of Nine (9) activities must be completed from the Twelve (12) choices.

No.:	Activity:	Date:	Adult Signature:
*1	Interview at least two ALA members for the <i>Members Remember</i> project. Post your video interviews on YouTube.com. Information can be found on the National History Committee page of the Members Only section at www.ALAforVeterans.org .		
2	Learn about the Veterans History Project. Interview at least two veterans and preserve their stories. Send your project to the Library of Congress www.loc.gov/vets .		
3	Contribute to your unit's ALA Senior History Book. Focus on who we are, what we do and why it matters.		
*4	Contribute to your unit's ALA Junior History Book.		
5	Contribute to and/or start a unit history museum to capture the impact the ALA has had on your community.		
*6	Research and do a presentation on the history of your unit. Present it to your Junior unit, or at a unit or post meeting.		
7	Research current, former or deceased members of your Legion Family (unit, post or squadron) who made a significant contribution to your community.		
8	Organize a <i>Veterans in Community Schools</i> presentation. Work with a veteran in your post, and find a school or classroom in which to make a presentation.		
9	Organize a library of past issues of <i>Auxiliary</i> magazine for your unit. Make special notation of issues with articles relevant to your unit or department.		



10	Start a Blue Star/Gold Star Mothers and Families database for your unit.		
11	Start an ALA Girls State database for your unit: who your unit sponsored, what offices the girls held, and if anyone went on to ALA Girls Nation.		
12	Start a Poppy Program History: Keep track of your unit's Poppy Poster Contest, Miss Poppy, and Little Miss Poppy winners. Make special notation of those who also went on to win at the department or national level.		

Name of Junior Member: _____

Grade: _____ Unit #: _____

Department: _____



HOW TO RECORD AND POST TO “MEMBERS REMEMBER”

Committee:

History

Contact Information for Questions:

History@ALAforVeterans.org

Objective:

Record the ALA’s history through the eyes of its members

Background Information

The history of the American Legion Auxiliary begins back in November 1919, and continues with you. The organization’s history, like any other history, is more than names and dates. It is about its membership and how it developed the ALA’s programs and projects to fulfill our mission of serving the veterans, servicemembers, and their families who sacrifice much for this country of ours.

A written history can only tell so much. However, when an organization’s history is told through the eyes of its membership, everyone learns a great deal more about who we are, what we do, and why we matter.

Step-by-Step Instructions

Here are some tips:

- This is a two-person project so find someone to assist. This is a good time to enlist the help of your 9th-12th grade Junior members as it is a required activity in earning the History Patch. If your unit does not have Junior members, enlist the assistance of college students.
- Find longtime members of the Auxiliary and ask them to share their stories in a video. These stories can be about:
 - A special project,
 - A particular highlight during her membership
 - How many generations of her family have been members and why
 - If a chartered member, her experience in starting the unit
- Find a location where it is quiet and where there will be no interruptions.
- Record with iPhones/Smartphones. Please keep in mind that your video file must be either a .mov; .avi; .mpeg; or a .wmv file extension.
- Each recording should be no longer than five (5) minutes long. You may make more than one. Cover one topic in each video.
- Post the video on YouTube. An instructional video on how to upload is located at www.youtube.com/watch?v=_O7iUiftbKU.
 - Go to YouTube at <https://www.youtube.com>
 - Give the video the following title: ALA Dept. of __ (two letter abbreviation for your state) Unit ____ Members Remember.
 - Provide a description and tags that will help people locate the video easily.



-
- Under Category, click on Nonprofits & Activism.
 - Under Privacy, click on Share your video with the world.
 - Click Save Changes.

WHAT'S YOUR STORY?



It has been said that “a clever hashtag can send a powerful message,” but what if you are not into Twitter? Will an email or article in your newsletter or newspaper be just as powerful? They can be as long as it has a good subject line or title. It makes people take notice, invites their curiosity and causes them to wonder about the rest of the story.

The National Trust for Historic Preservation has a Twitter account and has asked followers to tell them why #ThisPlaceMatters. In other words, what’s the story and why is it important? Although often applied to the preservation of historic buildings, or more specifically, to those buildings deemed endangered or at-risk, perhaps that for the many of us, we can make this apply to us as well. Our Auxiliary units and their places do matter. But how well do we tell our own story?

As those of us responsible for collecting, preserving and sharing the ALA’s history at the unit, department or national level, we often pride ourselves in being story tellers. We tell stories of our buildings, our artifacts, our people, our events. But how well can we tell the story of “us?” How often and how well do we talk about our place – our historic site, our museum, our history – as something of value, something worth investing in? Certainly our local history organizations and museums matter to us and we know they matter to our communities. But the question is: does your community know? Can you tell them why the ALA’s mission is important? Have you? As stewards not only of our shared history but of our organizations, we must always be prepared (and, in fact, excited) to tell our story – to explain why our place matters.

The ability to communicate our organization’s story is a key component of garnering support. Whether you want to attract more members, create new partnerships, or secure larger donations, you have to build a case for support. This case starts with your unit’s/department’s story: where it came from, where it is now and where it could go in the future (with additional investments of time, talent, and treasure on the part of your supporters). Once you have identified the myriad ways your organization matters, you will be better able to match people to messages, to strategically target parts of your story to the most receptive audiences.

So, start thinking now about how your organization fits into your community. Why does it matter? To whom does it matter? If you haven’t stopped to answer these questions, give them some thought. Remember that the heart of every case for support is the story. What is your organization’s story? Why does your place matter? Talk to your board, your members, your guests, and perhaps most importantly, talk with those who have never been through your door. The first step is knowing why this place matters. The second step is telling others.

**Credit for the content of this article go to Jamie Simek, Fundraising Educator with the Indiana Historical Society*



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan 100th Anniversary



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lindanewsome1995@gmail.com

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Past National President (2010-2011)
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National Headquarters Committee Liaison

Stephanie Holloway
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Indianapolis, IN 46268
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sholloway@ALAforVeterans.org

The American Legion Auxiliary's 100th anniversary celebration will continue through our National Convention in 2021 in Phoenix, Ariz. The national 100th Anniversary Committee remains intact, as does the information contained in this supplement.

The 100th Anniversary Committee was formed to inform our members and communities of who we are, what we do, and why we matter. As we extend the 100th anniversary celebration of our organization, we want every member, every department, and every community to let our story of *Service Not Self* ring out. To that end, the ALA national 100th Anniversary Committee has set up three subcommittees covering history, public relations, and programming. ALA departments may set up their own committees according to what works best for them. Each department is urged to contact their districts and units to encourage them to participate in this exciting anniversary. Encourage your units to dig through records, find their original officers, and the date the unit was chartered. Be sure to share findings and activities with the community.

In addition to the three major areas noted above, members of this committee have been tasked with contacting each department to offer help, share ideas, and act as a conduit between each department and the National organization.



Communication is a key element to the continued success of our 100th anniversary celebration. To that end, a Facebook group was created, and all Legion Family members are encouraged to join the group by searching “ALA Centennial” on Facebook. There you can share ideas with members throughout the country. Another resource is *ALA eNews* and *In The Know eBulletin*. Check these monthly online publications to find articles on the 100th Anniversary. If, for some reason, you aren’t receiving these emails, check your junk/spam mailboxes.

Show us how you’re celebrating the ALA’s 100th anniversary!

The national president and the national chairman of the 100th Anniversary Committee want you to show us how you’re celebrating our centennial in your units, districts, and departments!

Log in to your Facebook account and share what you are doing for the special anniversary by posting pictures on your own page. Be sure to use the hashtag **#ALA100Celebration**. We will search the hashtag and share via the National Headquarters and the national president Facebook pages.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

#ALA100Celebration Using Social Media to Promote the 100th Anniversary

Contact Information for Questions:

Linda Newsome, Past National President & 100th Anniversary Committee Chairman



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(301) 843-8479
lindanewsome1995@gmail.com

Show us how you're celebrating the ALA's 100th anniversary!

The national president and the national chairman of the 100th Anniversary Committee want you to show us how you're celebrating our centennial in your units, districts, and departments!

Log in to your Facebook account and share what you are doing for the special anniversary by posting pictures on your own page. Be sure to use the hashtag **#ALA100Celebration**. We will search the hashtag and share on the National Headquarters and the national president Facebook pages.

Guidelines:

1. Use your Facebook account to post pictures of your 100th anniversary celebrations held at your unit, district, and department.
2. Include hashtag **#ALA100Celebration**.
3. ALA National Headquarters will share pictures of the celebrations via our national Facebook page (@alaforveterans) and on the national president Facebook page (@alanationalpresident)!



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Constitution & Bylaws

Committee Contact Information

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** For the most up-to-date contact information,
please visit the Constitution & Bylaws Committee
page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Constitution & Bylaws program informs and educates members of the American Legion Auxiliary on the importance and power of properly written, reviewed and updated documents, policies, and procedures at all levels.

The importance of having bylaws in place to allow operations to continue in an emergency has become absolutely vital. Knowing the laws of the state under which a nonprofit operates is the foundation upon which an organization's governing documents rest.

Constitution & Bylaws are the basis for governance of your department, district, county, and unit. Preparing and adhering to updated Constitution, Bylaws and Standing Rules will ensure a more successful organizational process and provide the structures to follow at all levels of our organization.

Constitution & Bylaws Reporting:

Year-End Reports

Annual reports reflect the program work of units in the department. Each department Constitution & Bylaws chairman is required to submit a narrative report by **May 15, 2021** to the national Constitution & Bylaws chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary Program History Facts:

In 1921, at the Auxiliary's 1st National Convention, the Committee on Permanent Organization created the Constitution Committee, whose job it was to draft a National Constitution. Twenty-six women from twenty-six different departments were named to this committee. By 1927, the committee name changed to Committee on Constitution and By-Laws.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Leadership

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** For the most up-to-date contact information,
please visit the Leadership Committee page at
www.ALAforVeterans.org.



What is this program, and why do we have it?

The Leadership program raises awareness of ALA leadership development opportunities.

Leadership Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Leadership committee contact information may be found on the Leadership committee page on the national website, www.ALAforVeterans.org.

- A. **Unit Award:** Most Outstanding Unit Leadership Program (per division)
- Deadline: June 1, 2021
 - Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

- B. **Department Award:** Best Department Leadership Program (per division)
- Deadline: June 1, 2021

Send to national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Leadership Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Leadership chairman is required to submit a narrative report by **January 5, 2021** to the division Leadership chairman, plus copy the national Leadership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Leadership chairman is required to submit a narrative report by **May 15, 2021** to the division Leadership chairman, plus copy the national Leadership chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

***Special 100th Anniversary Program Facts:***

Throughout our history, there have been many outstanding leaders who helped make this great organization what it is today. In the early days, our members worked together with The American Legion to launch activities in the fields of rehabilitation, child welfare and Americanism. Over the years, leaders from units in small rural towns to those in large metropolitan cities worked diligently to establish programs that we still have today. The Poppy program, Christmas Gift Shops and Veterans Affairs and Rehabilitation are still some of the strongest programs we have, thanks in no small part to the great leaders of the past.

It wasn't until the mid-1960's that the Auxiliary considered having a formal leadership committee. In 1964, the Finance Committee approved funding for the first Leadership School. The Leadership Development Conference was held at national headquarters in July of the same year, conducted by three Indiana University professors from the graduate school of business. This project underwent a new phase for the 1966-67 administrative year when a Leadership Training Course Director was named. A series of courses to train Department leaders was instituted. Shortly after, Leadership became a national committee, with a chairman and vice chairman. Leadership training and classes have taken on many forms over the years, including our current Mission Trainings.

As we *Celebrate our Auxiliary Centennial*, we hope more members will become interested in taking leadership roles so we can continue our legacy of service into our next hundred years.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Membership

Committee Contact Information

membership@ALAforVeterans.org



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** For the most up-to-date contact information, please visit the Membership Committee page (in the "Members Only" area) at www.ALAforVeterans.org



What is this program and why do we have it?

The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Membership Awards Deadlines and Submission Requirements:

Member Award: 10 X 10

- **Award:** A special gift selected by the National Membership Chairman
- **Presented to:** Members that recruit 10 (ten) NEW SENIOR members for the 2021 membership year by November 10, 2020.
- **Deadline:** Members must be entered and paid in ALAMIS system by 11/10/20.
 - FORMS must be received at National Headquarters by November 15, 2020.
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "Members only" area to access the page.
 - One entry per recruiter

Member Award: R/R5 – Recruit/Rejoin 5

- **Award:** Special gift from the National Membership chairman (gift will be different for each deadline)
- **Presented to:** Members who recruit or rejoin five or more Auxiliary Junior or Senior members into the 2021 membership year.
Note: Rejoins must not have paid dues after the 2018 membership year
- **First Deadline:** December 14, 2020
- **Second Deadline:** Flag Day, June 14, 2021
Note: If you win the 10 X 10 award you will have met the requirements for the first deadline of this award and will automatically qualify for & receive this gift. No additional action or form required.
Note: You can enter for both deadlines, but if you got the award for the first deadline, to be eligible for the second deadline, you will need to recruit/rejoin 5 additional members by June 14th (cannot be same people from the 10x10 on Dec. 14th deadline)
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "members only" area to access the page
 - One entry per recruiter.

**Unit Award: 100% Unit Award**

- **Award:** 100 unit awards of \$100 to be used to advance the ALA mission
- **Presented to:** Units that reach 100% of their 2021 membership goal by November 10, 2020 will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** November 10, 2020
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by November 10, 2020, as verified by ALAMIS

Note: Departments must submit Unit goals to National Headquarters by September 1, 2020, to be eligible for the 100% Unit award and all Department awards.

Unit Award: Caring & Sharing Award

For one week this spring, April 1-7, 2021, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to *call* (or visit) members in good standing, members who still need to renew, and former members (that have not paid dues since 2018). The purpose of these calls is to let everyone know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 Emblem Sales Gift Cards
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2021, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25 Emblem Sales Gift Cards.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2021, with the required rejoin processed in ALAMIS by Friday, April 24, 2021 – four business days prior to form being due to National — to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- **Materials and guidelines:**
 - This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission.
 - How to Sheets, scripts for use during the event, and an optional award certification form are included in this supplement (and on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether or not the unit meets the criteria to or chooses to fill out the form to be placed in the drawing.
 - One entry per unit

Department Goals: 2021 Department Goals will be calculated and based on:

- Department 2020 Membership as of August 1, 2020 PLUS
- One new member per number of units within your department. NOTE: Units submitted for cancellation to the 2020 Summer NEC meeting will not be included in the count.

Reminder: Deadline to submit charter cancellations so they will not be counted in the department goal is August 3, 2020.

**Department Award: Pearl Harbor Day Award**

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2021 Department membership goal
- **Deadline:** December 7, 2020
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by December 7, 2020

Department Award: Armed Forces Day Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Department reaching 95% of their 2021 Department membership goal
- **Deadline:** May 18, 2021
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by May 18, 2021

Department Award: The Celebration Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any Department that has reached the Department Goal
- **Deadline:** 30 days prior to the 2021 National Convention – July 31, 2021
- **Materials and guidelines:**
 - Award will be based on the membership entered in the ALAMIS system by July 31, 2021
 - Winners to be announced at the 2021 National Convention

Membership Reporting:Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Membership chairman is required to submit a narrative report by **January 5, 2021** to the division membership chairman, plus copy the national membership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Membership chairman is required to submit a narrative report by **May 15, 2021** to the division Membership chairman, plus copy the national membership chairman. Please note that these reports will include everything from August of 2019 thru May of 2021. Members and units should follow their department's protocol and deadlines for report submissions at the department level, as they may require earlier submission or review of them.

NOTE: The National Chairman will use the information and pictures that department chairmen share to craft their platform speech, as well as create their annual report that goes in the convention guide. It is important that clear, properly formatted emailed photos are sent in with both the mid-year & annual department reports so these can be considered for use at end of year.

**Seating at National Convention:**

Seating at the 2021 National Convention will be based on best overall membership performance as determined by a department's percentage of their department goal as of 30 days prior to the 2021 National Convention (July 31, 2021). Departments will be sorted by best overall membership performance.

Renewal Notice Schedule:

The first renewal notice will be mailed by September 15, 2020, for the upcoming membership year. A second notice will be mailed and/or emailed in early 2021. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

Special 100th Anniversary History Program Facts:

Membership has been a focus since the ALA's inception. Within the first year, 1,342 units had been organized. By the first convention in 1921, forty-two states had chartered Departments (with Minnesota being the first) as well as the territory of Hawaii. The first ALA National Membership Chairman was Lillian M. Towne from the Department of Maine, in 1924. Membership saw steady growth until the great depression. However, shortly after the depression ended, membership again grew each year. By 1950, the ALA reached 975,000 members. Granddaughters did not become eligible until 1970. In 2019, due to eligibility changes, male spouses could join our organization for the first time. History shows us that each time the ALA served our active military or veterans 'hands on' our membership grew.



2021 10 X 10 Award

Members who recruit 10 **NEW SENIOR AUXILIARY MEMBERS** by Nov. 10th, 2020 will receive a gift selected by the National Membership Chairman.

One entry/gift per recruiter.

Certified forms must be received at National Headquarters by November 15th, 2020.

Submit form to your Dept HQ office no less than one week prior to the deadlines!

New members must be entered and paid in ALAMIS by November 10, 2020

ENTRY/CERTIFICATION FORM

Please type or print legibly and fill out the form completely. Incomplete forms may not be processed.

Recruiter's Name: _____ Member ID#: _____

Recruiter's Dept: _____ Unit #: _____ Email: _____

Recruiter's Address: _____

Name of <u>New</u> members	Member <u>ID</u>	Name of <u>New</u> members	Member <u>ID</u>
1. _____	_____	6. _____	_____
2. _____	_____	7. _____	_____
3. _____	_____	8. _____	_____
4. _____	_____	9. _____	_____
5. _____	_____	10. _____	_____

Certified by Department Secretary:

DATE _____

Dept. Secretary

printed name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 10 members are new and joined into the 2021 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.

Departments

Please either scan & email to:

membership@ALAforVeterans.org

(Subject line: 10x10)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received at NHQ by midnight
11/15/20**



2021

ONE WEEK OF CARING & SHARING

April 1-7th, 2021

Purpose: Unit members & leaders organize during this one designated week to contact and check in with EVERY possible unit member, past and present.

One entry per unit (no matter how many rejoins you end up with)

This certified form must be received at ALA National Headquarters **no later than April 30th**.

CERTIFICATION FORM

Please type or print legibly

Unit Name: _____ Unit # _____ Dept: _____

Unit representative's name (who is filling out form): _____ Title: _____

Email: _____ Phone: _____

To qualify for entry into the drawing for a \$25 Emblem Sales Gift Certificate the unit must have secured at least one REJOINED member from their unit during this week. That member must not have paid dues since 2018 & **must be entered as a rejoin into ALAMIS between April 1 - April 24th** using her former member ID.

Name of rejoined member: _____ Member ID: _____

Certified by Department Secretary:

DATE _____

Dept. Secretary
printed signature: _____ Dept: _____

☐ Check here that the unit included their Tax ID #

***I certify that the rejoined member last paid in 2018 or prior & was entered in ALAMIS between 4/1-4/24/20. I've provided or verified her member ID & that the form is filled out legibly & completely.**

Departments

Please either scan & email to:
membership@ALAforVeterans.org
(Subject line: Week of Caring & Sharing)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above
methods of transmittal instead.

***Must be received by NHQ by midnight 4/30/21**

Please complete the following information:

Number of unit members participating in making calls or visits during this week: _____

Number of unit members who were called or visited: _____

Number of members that renewed their membership due to unit contact: _____

Number of members that rejoined due to unit contact: _____

OPTIONAL: Share a specific story where you felt this week made an impact on a member:

Sample Scripts for the 2021 “Week of Caring & Sharing” Calls

For a Member in Good Standing:

Hi [member name]. This is [your name] from [your Unit name and number]. I am just calling to say thank you for your membership in the ALA. We really appreciate your passion for serving or supporting our veterans. We want you to know we value your membership and respect your time.

How you are doing? We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons I am/we are calling today. [Take time to really listen to the member if she expresses concerns or difficult family circumstances.]

We would love to see you at our next meeting or special event [provide the member of the event day, date, and time]. Please let us know if you would like to help with this event. If you are unable to help but would like to attend, we would love to see you. *Optional: If you are having trouble getting to the meetings/events, we can try to arrange to have someone pick you up.*

This year our National President has focused on the health and wellbeing of our members and our veterans. What a great reminder that we should always care for and nurture our own members, as well as our veterans and the community.

Thanks for taking the time to speak with me. I look forward to seeing you soon. If you need anything further here is my telephone number and email address.

For a Member Who Has Not Renewed Yet this Year or Last Paid More Than a Year Ago:

Hi [member name]. This is [your name] from [your Unit name and number]. I want to thank you for your membership [last year/___ years ago] and see how things are going for you and your family.

We understand that everyone has financial and family obligations and have so many good causes they could choose to support, but I know you joined to honor a special veteran or service member. Even if you can't be active in the unit, your membership supports the mission and the veterans we serve. Can I assist you in renewing/rejoining?

If they renew/rejoin: Thank you so much for your renewed support for our veterans. [Make arrangements for how to collect their dues...and application/eligibility documentation for rejoins.]

We value your membership and we respect your time. We would love to see you at the next Unit meeting. However, if you are unable to attend, I would be happy to call you after the meeting and share what was discussed. I will keep you updated on upcoming events as well. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time and I hope to see you soon!

If they are unwilling to commit:

No problem. We'll be holding a _____ for Memorial Day next month. Feel free to come out. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time today.

These are sample scripts. Please adapt them to suit your needs.

***If you receive negative reasons why people don't want to renew or rejoin, jot them down. These might be good talking points for a future unit meeting.*

RESOURCE IDEA: Please feel free to utilize the attached "Unit Brag Sheet" document to create and have a quick, easy reference sheet to help you share what you are most proud of about your unit as well as your own membership. A "sample" completed one is included as well as a blank one you can print to complete. Brainstorm (with your unit) a few things you might share with those you plan to call. Provide copies of your completed brag sheet to those members who are helping to make calls. This is a handy, quick reference tool that, like the "Elevator Speech," can be useful in feeling better prepared to share your passion about the ALA and possibly excite others to join, renew, or rejoin.



American Legion Auxiliary

Who we are, What we do, Why we matter!

This past year, American Legion Auxiliary members' volunteer service of more than 40 million hours, plus \$37 million raised and spent on mission outreach, has a collective value of \$1.7 billion in service to veterans, military children and communities!

The Auxiliary's efforts are focused in three primary areas:

- ★ Veterans/Military Support & Advocacy
- ★ Family Support
- ★ Youth Development

American Legion Auxiliary

Indiana Unit #0000

111 State St, Indianapolis, IN / 317-000-0000 / unit000@gmail.com

Our unit is very proud of our service to Veterans and citizens right here in our community. For example, we've:

- ★ Raised over \$1500 to help a military family in our community
- ★ Sent 100 care packages to troops overseas
- ★ Sent two girls to ALA Girls State

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

May I give you a call in a few days to answer any questions or help you join?

My Contact Information is:

Sally Smith

317-123-0000

ssmith@yahoo.com



American Legion Auxiliary

Who we are, What we do, Why we matter!

This past year, American Legion Auxiliary members' volunteer service of more than 40 million hours, plus \$37 million raised and spent on mission outreach, has a collective value of \$1.7 billion in service to veterans, military children and communities!

The Auxiliary's efforts are focused in three primary areas:

- ★ Veterans/Military Support & Advocacy
- ★ Family Support
- ★ Youth Development

American Legion Auxiliary

Dept/Unit Name: _____ Unit # _____

City/State/Zip: _____

Phone: _____ Email/website: _____

Our unit is very proud of our service to Veterans and citizens
right here in our community. For example, we've:

- ★ _____
- ★ _____
- ★ _____

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

May I give you a call in a few days to answer any questions or help you join?

My Contact Information is:

Name: _____

Phone: _____

Email: _____

How to Implement the 2021 Week of Caring and Sharing

1. Gather a team of Unit members to call or personally visit members and former members of your unit. Divide and conquer. If each member of the team calls or visits 10 members you can reach more members. **Please see the “Sample Scripts and Resources” document created for this event.**
2. At least one week prior to the Week of Caring & Sharing, if you don’t have ALAMIS access to pull a list of members and former members, request one from Department. Ask them to include current paid members, unpaid members (titled as “expired” in the system), and former members of your Unit. These reports will show the date dues were last paid, as well as addresses and whatever contact information we have for them.

IMPORTANT: Please keep track of and send new or updated contact information to the Dept when you find any. If the unit has ALAMIS access, they can usually do this themselves. And be sure to also inform Dept of any members you may find that are deceased. It is helpful to include an approximate month/year of death.

3. Create a spreadsheet that includes names, phone numbers, addresses and what your unit members’ current membership status is (current, unpaid/expired or former member not paid since 2017). Those with ALAMIS can export the reports already in an excel spreadsheet. It would be handy if the spreadsheet had columns to make notes after each call/visit. ***If you’d like ALAMIS access for your unit, contact your Dept HQ to request it. It is \$10 per person per year & each unit can purchase up to two users.*
4. Divide the spreadsheet/list among your team members. If a team member has a personal connection with someone on the list, be sure you assign that person to her.
5. Start calling. Make sure you are in a quiet place at the Post or in your home. Start the conversation with general questions concerning their well-being such as:
 - a. Thank you so much for your membership. Mention their number of years of membership if known.
 - b. Let them know you value their membership and time
 - c. Ask how they are doing...and how their family is
 - d. We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons we are calling today.
 - e. Gently question why you may not have seen them lately if they use to attend.
 - f. Mention some of the mission related events the unit has undertaken in the last year or so and thank them for contributing by way of paying their dues (either recently or in the past) for those that you don’t think have generally attended meetings or come to the Post.
 - i. This could be a lead in to inquire if they might be interested in volunteering in any way if you sensed interest when relaying the good deeds of the unit or if you feel it appropriate to inquire about them renewing or rejoining if it’s been a while – though the purpose of this week is not primarily on asking them for money/dues/membership. That should be a natural cause and effect just from expressing care towards them in general.
 - g. Ask them who the unit can honor in May for the upcoming Memorial Day holiday. Thank them for honoring their veterans by their past or present membership.

- h. Let them know you'd love to see them at a Unit meeting or a special event or activity. Have your Post/Unit calendar handy for dates of upcoming events.
6. Make sure you thank all members, current or former, at the beginning and at the end of the call.
7. If you plan to visit members at their homes, please make sure to follow common sense safety rules – if you are traveling to a home or person you've not visited before or are unfamiliar with the area, please go in pairs. Don't go after dark unless they are expecting you. Have a letter, flyer, or business card to leave if no one is home or the member isn't available. Make note to follow up with them another time.
8. If the member wishes to renew or rejoin, be sure to have your payment methods available to share with the member:
 - a. Point them to the ALA National website to pay online if they are not more than one year behind – only current dues can be paid online;
 - b. Call ALA National Headquarters at 317-569-4570, M-F, 8-4:30 p.m. EST to pay by credit card.
 - c. Bring or send payment to the Post/Unit; or better yet...if they are near enough to you, volunteer to pick up the payment.
9. Be sure you leave contact information with the member or with a family member that may be taking a message for the member.
10. Use the spreadsheet to record your calls or visits. Continue to try to reach all members, even if it is after this special week.
11. Consider having the team make calls at the same time at your Post. Make it an "event" and have fun!
12. **Optional:** We'd love to hear how your event went and celebrate with you for taking this step towards sharing or renewing the spirit of the Legion Family. For your unit to be placed in a drawing for a chance at one of 100 \$25 Emblem Sales Gift Certificates, complete the "One Week of Caring & Sharing" award certification form & submit to your department. See form for details and requirements to qualify for this drawing. Rejoining one former member is required and she must be processed by the Department by April 24th, 2021.



2021

R/R 5 - Recruit & Rejoin 5

For members who recruit or rejoin five (5) or more junior or senior Auxiliary members into the 2021 membership year.
Rejoined members must not have paid dues since 2018. **One entry per recruiter per deadline.**

Certified forms must be received at National Headquarters **no later than:**

Check one: _____ December 14, 2020 _____ June 14, 2021

CERTIFICATION FORM

Please type or print legibly

Recruiter's Name: _____ Member ID#: _____

Recruiter's Dept: _____ Unit #: _____ Email: _____

Recruiter's Address: _____

Name of New and/or Rejoined members

Member ID

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

Certified by Department Secretary:

DATE _____

Dept. Secretary

printed name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 5 members are new in 2021 - or last paid in 2018 or prior and rejoined into the 2021 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

Departments

Please either scan & email to:

membership@ALAforVeterans.org

(Subject line: R/R 5)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received at NHQ by midnight 12/14/2020 or 6/14/2021**

Form must be submitted to your Department Headquarters for verification. Department headquarters will then submit form to the national headquarters.

Each recruiter will receive a special gift selected by the National Membership Chairman

One award per award period per recruiter



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Past Presidents Parley

Committee Contact Information

pastpresidentparley@ALAforVeterans.org



National Chairman

Carlene Ashworth, Past National President (2010-2011)
Department of Texas
2619 Norman St.
Pasadena TX 77506
(713) 419-9518
carlene@flash.net

National Vice Chairman

Kathy Dungan, Past National President (2018-2019)
1024 Epley Road
Hattiesburg, MS 39402
(601) 695-2405
kdungan33@gmail.com

Committee Member

Rita Navarrete, Past National President (2009-2010)
328 Greenwich Rd SW
Albuquerque, NM 87105
(505) 877-6939
rnavarr@comcast.net

National Headquarters Committee Liaison

Chrystal Daulton
3450 Founders Rd.
Indianapolis, IN 46268-1334
(317) 569-4500
cdaulton@ALAforVeterans.org

** For the most up-to-date contact information,
please visit the Past President Parley page at
www.ALAforVeterans.org.

**What is this program, and why do we have it?**

The purpose of the Past Presidents Parley (PPP) committee is to utilize the experience and knowledge of past Auxiliary leaders for training and encouragement of future Auxiliary leaders. Through the Past Presidents Parley committee, women who have served as unit, department, and national presidents have an opportunity to continue in active service to the Auxiliary, helping ensure strong future leadership for the organization. The Past Presidents Parley also recognizes and honors outstanding unit members through Unit Member of the Year, and female veterans through the Salute to Servicewomen awards.

Past Presidents Parley Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and PPP committee contact information may be found on the PPP committee page on the national website, www.ALAforVeterans.org.

- A. **Member Award:** Unit Member of the Year
 - Deadline: June 1, 2021
 - Must submit Unit Member of the Year Award Form available for download on the PPP page on the national website
 - Sent to National Past Presidents Parley Chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **National Award:** Salute to Servicewomen
 - Deadline: June 1, 2021
 - Must submit Salute to Servicewomen Award Nomination Form available for download on the PPP page on the national website
 - Send to National Past Presidents Parley Vice Chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Past Presidents Parley Reporting:

An annual report is not required; however, an annual summary and a mid-year progress report are suggested as tools to gauge the direction and effectiveness of department activities.

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department PPP chairman is encouraged to submit a narrative report by **January 5, 2021** to the National PPP chairman.



Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department PPP chairman is encouraged to submit a narrative report by **May 15, 2021** to the National PPP Chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

Until 1943, the Past President's Parley was considered a subsidiary organization of the American Legion Auxiliary. It then became a standing committee.



Past Presidents Parley Committee Award Entry Form

UNIT MEMBER OF THE YEAR AWARD

A Unit Member of the Year from each department will be recognized annually at the American Legion Auxiliary National Convention.

Requirements:

- 1. Open to senior members who are not in an elected or appointed leadership role higher than unit president.***
- 2. Each department may submit only one entry. Units must submit a narrative of 1,000 words or less describing the nominee's accomplishments and activities together with the nominee's name and address.***

<i>Nominating Department:</i>	
<i>Dept PPP Chairman Information</i> <i>Name:</i> <i>Address:</i> <i>Email:</i> <i>Telephone Number:</i>	
<i>Nominee Information</i> <i>Name:</i> <i>Address:</i> <i>Email:</i> <i>Phone:</i>	
<i>Nominee's Unit Name and Number:</i>	

<i>Form must be completed and submitted to National Chairman Carlene Ashworth by June 1, 2021.</i>	<i>National Committee Chairman Carlene Ashworth 2619 Norman Street Pasadena, TX 77506 carlene@flash.net</i>
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Past Presidents Parley Committee

SALUTE TO SERVICEWOMEN AWARD NOMINATION FORM

Established in 2003, this award has evolved from honoring women veterans to honoring women who are currently serving our country in the U.S. Army, Navy, Marine Corps, Air Force, and Coast Guard – including the National Guard and Reserve components of each branch.

One servicewoman from each branch of service will be recognized at the American Legion Auxiliary National Convention. Recipients attend the National Convention as guests of the Auxiliary.

Nomination Criteria:

- A woman currently serving in the U.S. Armed Forces (includes National Guard/Reserve).
- A written narrative or YouTube video that demonstrates exemplary service both in and out of uniform, making her the face of women in the military.
- Servicewoman must be willing to be a guest of the Auxiliary and speak to the general assembly of the American Legion Auxiliary National Convention.
- All nomination forms must be submitted by June 1, 2021.

Next Steps:

- The nominating person or the servicewoman writes a narrative (750 words or less) or creates a YouTube video (3 minutes or less) that shows the nominated servicewoman demonstrating exemplary service both in and out of uniform, making her the face of women in the military.
- The following form must be completed and submitted by June 1, 2021, to National Vice Chairman Kathy Dungan. Written narratives should be attached. YouTube video links should be pasted in the box provided on the following form.

YouTube Video Checklist

If you choose to submit a video, please be sure to check that your video:

- does not contain any copyrighted music, video, images or text (not legally owned)
- is not set to "private;" your video must be public.
- is under 2GB in size
- is in .AVI, .MOV, .WMV, or .MPG file formats
- is 3 minutes or less in length

Servicewoman's Name:	
Servicewoman's Email:	
Servicewoman's Phone Number:	
Servicewoman's Branch of Service:	
Servicewoman's Rank:	
Servicewoman's Date of Enlistment:	
Servicewoman's Awards and Decorations, <i>if any</i> :	
Name of Person Making this Nomination, <i>if not the nominee</i> :	
Email of Person Making this Nomination, <i>if not the nominee</i> :	
Phone Number of Person Making this Nomination, <i>if not the nominee</i> :	
Is the servicewoman able to attend National Convention?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the servicewoman comfortable with public speaking?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Written Narrative: 1) please attach separate document to this form. 2) or type narrative directly into the box to the right.	
YouTube Video: copy and paste your video link in the box to the right.	

Return completed nomination form to Past Presidents Parley National Vice Chairman Kathy Dungan, 1024 Epley Road, Hattiesburg, MS 39402 or email to kdungan33@gmail.com.



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Public Relations

Committee Contact Information

publicrelations@ALAforVeterans.org



National Chairman

Marty Peters, Department of Texas
1005 N. Main St.
Cleburne, TX 76033
C: (817) 475-2885 F: (817) 641-7829
marty54@sbcglobal.net

National Vice Chairman

Martha Setlock, Department of Ohio
38504 Courtland Dr.
Willoughby, OH 44094
(404) 219-9982
mwalunissetlock41@gmail.com

Committee Member

Brenda Holland, Department of South Carolina
618 Chestnut Ct.
Aiken, SC 29803
(803) 292-3629
bawhol@aol.com

Committee Member

Ree Ann Ross, Department of Pennsylvania
959 Ross Rd.
Sugar Run, PA 18846
(570) 746-1316
reeross@frontier.com

Central Division Chairman

Karen Lowe, Department of Indiana
7132 Coversham Place
Indianapolis, IN 46278
(765) 585-0339
Kloweala29@hotmail.com

Eastern Division Chairman

Cathleen Camire, Department of Rhode Island
29 Arthur Ave., Apt 23,
East Providence, RI 02914
(401) 640-9934
cathy.camire@yahoo.com

Northwestern Division Chairman

Rita Barylski, Department of Connecticut
31 Breault St.
Putnam, CT 06260
(860) 208-3923
ritambarylski@gmail.com

Southern Division Chairman

Toni Reale, Department of North Carolina
10327 Blackstone Dr.
Huntersville, NC 28078
(516) 606-1466
grandmareale@gmail.com

Western Division Chairman

DeDe Theal, Department of Washington
9628 Long Point Lane NW
Silverdale, WA 98383
(360) 286-6896
dedetheal.aux109wa@gmail.com

National Headquarters Committee Liaison

Jennifer Donovan
3450 Founders Rd.
Indianapolis, IN 46268-1334
(317) 569-4566
jdonovan@ALAforVeterans.org

** For the most up-to-date contact information,
please visit the Public Relations Committee page at
www.ALAforVeterans.org.

**What is this program, and why do we have it?**

Public Relations promotes who we are, what we do, and why we matter both internally to all our members, to potential members, and to the general public.

Public Relations Awards Deadlines and Submission Requirements:

Taking the time to celebrate ALA's Centennial Celebration and share a favorite story about the positive impact you or someone you know has had on our mission this year is our goal! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national birthday celebration and success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Public Relations committee contact information may be found on the Public Relations committee page on the national website, www.ALAforVeterans.org.

- A. **Member Award:** ALA Brand Ambassador
 - Deadline: June 1, 2021
 - Sent to national committee member Brenda Holland postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Unit Award:** New Website or Social Media Account Launch
 - Deadline: June 1, 2021
 - Send to national committee member Ree Ann Ross postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Unit Award:** Most Outstanding Unit Public Relations Program (per division)
 - Deadline June 1, 2021
 - Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- D. **Unit Award:** Active PR TEAM Centennial Celebration (per division)
 - Deadline June 1, 2021
 - Send to National PR Vice Chairman Martha Setlock postmarked or emailed by 5 p.m. EST on the deadline listed above.
 - Best narrative (with photos and media results) to convey the work a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized.
- E. **Department Award:** Best Department Public Relations Program (per division)
 - Deadline June 1, 2021



- Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

Public Relations Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Public Relations chairman is required to submit a narrative report by **January 5, 2021** to the division Public Relations chairman, plus copy the national Public Relations chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Public Relations chairman is required to submit a narrative report by **May 15, 2021** to the division Public Relations chairman, plus copy the national Public Relations chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

Special 100th Anniversary History Program Facts:

Public relations has always been an important part of the American Legion Auxiliary. From word of mouth to personal phone calls and letters to unit bulletins, public relations has been utilized many ways over these hundred years.

ALA members have been using PR at the grassroots level since its inception in 1919. One example of unit public relations is distributing poppies. As members encouraged the public to remember those who sacrificed for our freedom, it also spread awareness of the ALA. This same concept is true today for each and every program. Each unit can use public relations to increase awareness on programs and events. These PR efforts can get the units powerful positive results.

At the national level, public relations has been used to connect members across the country. In 1927, the national magazine was first printed and named the American Legion Auxiliary Bulletin. Over the decades, the national magazine has changed names and morphed into different sizes, but today Auxiliary magazine is an award-winning quarterly publication. Public Relations tools have changed over this last century and today's ALA media includes Auxiliary magazine, the website www.alaforveterans.org, the ALA Blog www.alaforveterans.wordpress.com, YouTube, and social media pages on Facebook, Twitter, Instagram, Flickr, and LinkedIn. This also includes more than a dozen Facebook groups. These same opportunities are available for the Units to utilize in today's fast-paced lifestyles. Keeping both members and the public aware of what the unit is doing will result in pride in membership and more involvement.

As we celebrate our 100 years, units should look ahead on how to strengthen their unit for the next century. Putting public relations practices to use at the local level can lead to a strong future of service, growth of both membership and program strength and assure another hundred years of service. We encourage PR teams to work with each unit program chairman as the unit hosts or participates in events.



Administrative Committees

- Audit
- National Finance



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019-2021 Annual Supplement to the Programs Action Plan Audit Committee



National Chairman (3-year term ending 2021)

Jeri Brooks Greenwell, Department of Maine
P.O. Box 4, Bethel, ME 04217
(207) 890-3542
jbg@megalink.net

Committee Member (3-year term ending 2022)

Carol T. Robinson
8483 Woodgrove Drive
Centerville, OH 45458
(937) 602-9365
abernia@aol.com

Committee Member (finish, 3-year term ending 2021)

Carol Westergren
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Beebe, AR 7201
(201) 288-2446
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ALA Foundation Designated Liaison

Coral Mae Grout
464 Central Street
Winchendon, MA 01475
978-297-0329
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ALA National Finance Committee Designated Liaison

Virginia Hobbs
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270-300-6060
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The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

Governance on all levels of our organization are the stewards of the American Legion Auxiliary and are responsible for guiding, supporting and sustaining our mission, values and assets. Their fiduciary duty and responsibility as our “*shepherds*” are a legal, ethical and moral obligation in ensuring that the resources of our organization are well protected and used efficiently in fulfilling our mission. It was in that spirit, and in administrative year 2009-2010, Past National President Virginia Hobbs was appointed to serve as the first National Audit Chairman and at National Convention the NEC confirmed the appointment of a National Audit Committee.

The National Audit Committee is charged with assuming an *independent* oversight and advisory role, with the responsibility for decision making resting with Governance. It reviews policies that are designed to mitigate threats to our organization and provides perspective in areas that could be potential risks, if not effectively identified and managed. Its members understand that safeguarding our organization requires having, and following, proper procedures for oversight, internal controls and a system for checks and balances.

The Audit Committee does not duplicate the work of the Finance Committee. For clarification purposes; there is a distinct difference between an Audit Committee, which provides oversight of risk and compliance, and a Finance Committee, which provides oversight of strategic financial direction. Audit Committee members are not involved in daily accounting functions, but instead oversee the independent audit process. They should ensure that recommendations made by the auditor’s letter to management are implemented. In addition, they should address complaints about financial mismanagement and report to the board on an annual basis, or as needed, whether any complaints or concerns about financial improprieties have been raised by members or others, and how those complaints or concerns were investigated, managed, and resolved.

As a corporate entity, the American Legion Auxiliary’s National Audit Committee meets the governance expectation of the IRS Form 990 in certifying fulfillment of its supervisory duty in relation to internal control over financial reporting, audit, risk management, accounting and financial reporting processes. It confirms that our organization remains compliant and that all information reported substantiates to the IRS, and the public, that the organization is operating in a manner consistent with its exempt, charitable purposes and continues to serve the mission for which the IRS granted tax-exempt status.

Audit Committee members should be those who are not employed by, or providing any services to, the organization beyond her duties as a committee member, and may not represent themselves to be, accountants or auditors by profession or experts in the field of accounting, financial reporting or auditing. Appointees should have a strong background with respect to Governance, management/organizational policy and procedures, and have no conflicts of interest.

Members on the National Audit Committee are appointed to staggered multi-year terms, providing continuity, and includes liaisons representing both the Finance Committee and the American Legion Auxiliary Foundation. Audit Committee members are as “independent” as possible and work at arm’s length from the rest of the organization. This independence frees them to make unbiased judgments about internal financial procedures and the performance of



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

Management—as well as the performance of the auditors—without undue pressure. Their primary goal is to demonstrate financial integrity and transparency.

The duties of the Audit Committee include the adoption of the audit schedule, engagement of the external audit firm, examination of the annual financial audits for both the ALA and the American Legion Auxiliary Foundation, review of the IRS 990 report(s) and confirmation of their filing. The Committee also reviews, evaluates, and monitors the organization's policies, standards, and compliance; and conducts risk-assessments to lessen the organization's exposure to potential risk.

Risk assessment is a method toward helping identify hazards that could negatively impact our organization's ability to conduct business. The information gleaned from risk assessments can aid in predicting potential liability and plan for it strategically, by implementing measures, processes and controls to reduce the impact of these risks to business operations.

It serves as a framework toward analyzing what can go wrong, how likely it is to happen, what the potential consequences are, and how tolerable (or acceptable) the identified risk is.

However, risk management does not have to be thought in terms of bad things that can happen. Think of it in terms of quality assurance – a means to conscientiously create a culture wherein risk is routinely examined and managed simply as a part of doing good business!

Conducting a self-assessment is an excellent first step in broadening awareness about the probability of risk and can be used as a tool/opportunity to solicit ideas in strengthening risk management strategies. No matter the size of your Department/Unit, periodic risk assessments are one way to walk the walk of risk management and to avoid complacency.

The ongoing Strategic Plan encourages all levels of our organization, as part of its fiduciary responsibility to its members, and in complying with the Internal Revenue Service regulations and respective State law, to adopt appropriate governance policies and internal and financial reporting controls that will mitigate its exposure to risk. How adequately structured and resourced is your Department/Unit?

Committee Contact Information

ALAHQ@ALAforVeterans.org

Committee Contact Information

ALAHQ@ALAforVeterans.org



2019 - 2021 Annual Supplement to the Programs Action Plan Finance



National Chairman (1st term – 5-year term ending 2022)

Sharon Conatser, Department of Illinois
Past National President (2015-2016)
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Champaign, IL 61820
(217) 369-6211
sconatser44@live.com

National Vice Chairman

(2nd term – term ending 2024)

Virginia Hobbs, Department of Kentucky
Past National President (1998-1999)
297 Terrace Drive
Radcliff, KY 40160
(270) 300-6060
virginiahobbs@yahoo.com

Committee Member

(1st term – 5-year term ending 2021)

Peggy Thomas, Department of Virginia
Past National President (2012-2013)
3751 Cliffwood Road
North Chesterfield, VA 23234
(804) 275-6942
peggythomas@lexacom.net

Committee Member

(1st term – 5-year term ending 2025)

Nancy Brown-Park, Department of California
Past National President (2013-2014)
73316 Cabazon Peak Drive
Palm Desert, CA 92260
(415) 827-5316
Brownpark1@me.com

Committee Member

(1st term – 5-year term ending 2023)

Paula Raney, Department of Texas
PO Box 44
New Boston, TX 75570
(512) 791-5852
lapraney@gmail.com

National Headquarters Committee Liaison

Sara Riegel
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Indianapolis, IN 46268-1334
(317) 569-4500
sriegel@ALAforVeterans.org

() = terms served on committee

*Members of the National Finance Committee
serve a maximum of two 5-year terms.*

**** For the most up-to-date contact information,
please visit the Finance Committee page at
www.ALAforVeterans.org.**



The Finance Committee has grown over the years to become what it is today. Not that long ago, all members of the National Finance committee had to be Past National Presidents. Now only two are required to be Past National Presidents. The growing pains it caused were well worth it and we hope to continue to find members who have a strong background in finance and are great assets to the finance committee and our organization. Do you all know that finance meetings used to take three or more days? Now with the technology of email and conference calls, there are less face-to-face 1 ½ day meetings, which help save our organization money!

Since the American Legion Auxiliary Foundation began, they continue to evolve with new ideas to support our Departments. They have added a new grant. It is to support our "Mission in Action." Several Departments have received these grants. Please refer to the ALA Foundation webpage for the application and more information.

In planning your finance operations for your Departments, Districts, or Units, refer to Chapter 3 of the Department Operations Guide. There is a lot of good information to help keep your Department thriving and alive on the financial end. There are several policies listed in this Chapter. Now is the time for your Departments to take action and put policies in place to help protect your funds. By doing this, you protect our mission of serving our veterans, their families and our communities.



Awards and Reporting

- National Report and Award Cover Sheet and Instructions
- National President's Award for Excellence
- Annual Impact Report Instructions and Forms

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American Legion Auxiliary National Report and Award Cover Sheet

The National Report and Award Cover Sheet **should be attached** if you are reporting. Submission may make you or your unit/department eligible for a national award.

Department Chairman and Unit Chairman: This cover sheet should be attached to each narrative submitted as a year-end report or if you are applying for a department or unit national award.

- Send all award entries/year-end narrative reports to the appropriate program's division chairman unless otherwise noted in the Annual Supplement to the Programs Action Plan.
- All year-end narratives will be judged as award entries.
- Award winners are announced in the respective committee "pre-con" meeting prior to the start of ALA National Convention. All awards will be mailed to the winners' department headquarters at the close of ALA National Convention.

To all submitting this form:

Submissions become property of the American Legion Auxiliary National Headquarters. Through submission of reports and award entries, the submitter grants nonexclusive reproduction and publication rights to the materials submitted and agrees to have their names and submission published for ALA use or commercial use without additional compensation or permission.

Please fill out the information as completely and accurately as possible. Award certificates will be completed using the information given on this sheet, so please be sure to complete the form in its entirety. For your convenience, a fillable version of this form is available online at www.ALAforVeterans.org.

For the award for which you wish to be considered, please refer to the 2017-2022 Programs Action Plan, the Annual Supplement to the Programs Action Plan, at www.ALAforVeterans.org for the specific criteria such as photographs, narrative length, submission deadline, and point of contact. **Please include all required documentation along with your submission of the National Report and Award Cover Sheet.** All awards will be mailed to the department office after ALA National Convention. Department presidents may wish to recognize award recipients by presenting them with the award at a department function.



**American Legion Auxiliary
National Report and Award Cover Sheet**

See the Annual Supplement to the Programs Action Plan to determine where to send this form.
Please note, your report will also be viewed as an award entry if this cover sheet is attached.

Complete the following if you are applying for a member award.

Unit #: _____ Full official unit name: _____

Name of state where you are a member: _____

Member's Full Name: _____ ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (____) _____

Nominator's Email address: _____

National committee sponsoring award: _____

Name of the award you are applying for: _____

For a unit award or to submit a year-end unit narrative report, please complete this section.

Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Name of department: _____

Unit president/chairman (**circle one**) name: _____

Above listed person's ALA member ID#: _____ Phone number: (____) _____

Email address: _____

For a department award or to submit a year-end department narrative report, please complete this section:

Name of department: _____

Name of department chairman: _____

Chairman's phone number: (____) _____ ALA member ID#: _____

Chairman's email address: _____



**AMERICAN LEGION AUXILIARY
NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE
2019-2021**

Total Qty	Recipient	Submitted By	Deadline Date
5 Unit Awards (1 per division)	Unit	Unit President (Collaboration with unit members and chairmen)	June 1, 2021
5 Department Award (1 per division)	Department	Department President (Collaboration with department chairmen)	June 1, 2021
Hard Copy Submitted To:		American Legion Auxiliary NHQ Attn: NPAE 3450 Founders Road Indianapolis, IN 46268-1334	
Electronic Entry Submitted To:		natlpres@ALAforVeterans.org	

Criteria & Details

Your unit or department can win this award simply by sharing how you demonstrated efforts to support National President Nicole's centennial area of emphasis: Health and Well-Being of our Veterans, Military, and Their Families!

One National President's Award for Excellence Unit and Department winners will be chosen from five division winners.

Form: ALA National Award and Report Cover Sheet – this standardized award/report entry sheet can be used for all member, unit, and department awards. Please note the three different sections on the form (members, unit, and department) and **use only the unit or department section** when applying for the National President's Award for Excellence.

Tips to Win:

- Tell us your story with words AND photos. Winning submissions have two things in common – a fantastic narrative and great photos!
- Highlight how your unit/department incorporated the national president's focus into your mission outreach work.
- Correctly complete the ALA National Award and Report Cover Sheet.

Award Description

- The National President's Award for Excellence will be presented during the ALA National Convention with a spotlight on each winning entry.
- All winners will be featured in ALA national media.

American Legion Auxiliary
YEAR-END IMPACT REPORT FORMS
2020-2021

Why report these numbers?

Every hour, every dollar ALA members invest in our mission of helping veterans adds up. It not only gives each member a sense of pride in belonging to the world's largest patriotic women's organization, but it allows us to demonstrate our effectiveness to the world. Each small sum of numbers gets added into the collective numbers that are called Impact Numbers. These numbers proclaim our impact and help make membership in the ALA meaningful.

These numbers are also reported to The American Legion, which includes them in its annual report to Congress. To make this process easier for you, it has been simplified and the form has been condensed to include only essential information. If you aren't sure, giving an estimate is better than not reporting at all.

How to complete the Impact Report Form

1. **Each ALA member** should fill out the Member Form and give it to her unit president. This usually happens in April, but please check with your unit.
2. The unit president (or her designee) compiles all of the member data on the Unit Form and adds any additional data not reported individually by unit members. This form then gets forwarded to either the district/county (if applicable) or department which compiles all the records.
3. It is more important that you report information in one section of the form only, rather than worry if you have selected the right category. For example, if you provide a service for children, it should go in either Service for Military Families (for example, camps for military children only) or Service for Children & Youth (Legion Family camps for all children), but not in both places. Just report it somewhere.
4. Please round to whole dollar values (for example, \$149.50 should be \$150).

Report Simplifications

1. All service for all veterans/military whether active duty, retired, or reserve is now combined in one section.
2. Each section has better defined examples of the service that should be reported.
3. **For units, districts/counties, and departments:**
“Line numbers” and “Obtain Total From” columns assist in transferring data from form to form. For example, units can find the number of Volunteer Hours for Military Families on Line 5 of the Member Form.

A downloadable fillable monthly tracking worksheet is available on the national website under the Members Only, Annual Report Forms section: www.ALForVeterans.org.

**Thank you for taking the time to REPORT your VALUABLE SERVICE
and helping us TELL OTHERS about our INCREDIBLE IMPACT!**

MEMBER Year-End Impact Numbers Report

I am a member of Unit # _____ Unit Name _____

Department _____

My name _____

Here is what I did in the 12 months from MAY 1, 2020 TO APRIL 30, 2021.

- 1. My ALA Service for Veterans/Active Duty/Reserve Military** (Examples: shopping for and preparing care packages for deployed troops, helping wounded warriors and elderly veterans at home, providing transportation, military send-off and welcome-home events, parades, projects for homeless veterans, activities related to distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events that benefit veterans (such as Walk, Run & Roll), assisting with veterans hiring fairs, advocating for The American Legion legislative agenda that supports veterans and the military.)

Line 1 Hours I volunteered: _____

Line 2 Dollars I personally spent/donated: \$ _____

Line 3 Number of veterans/military I assisted: _____

Line 4 Number of "Veterans in Community Schools" presentations I facilitated: _____

- 2. My ALA Service for Military Families:** (Examples: programs for military and veterans' children, helping Family Support Groups, supporting adopt-a-military-family projects, military spouse hiring fairs, organizing and delivering hero packs, providing child care for military activities, distributing Blue Star Banners, providing G.I. Josh dogs)

Line 5 Hours I volunteered: _____

Line 6 Dollars I personally spent/donated: \$ _____

Line 7 Number of military families I served: _____

- 3. My ALA Service for Youth** (Examples: Jr. Activities, classroom and patriotic activities for children, camps open to all children, raising funds for or promoting Legion Family activities like ALA Girls State)

Line 8 Hours I volunteered for ALA Girls State: _____

Line 9 Hours I volunteered for all other Legion Family youth activities: _____

Line 10 Dollars I personally spent on goods for youth activities (parties, backpacks): \$ _____

Line 11 My direct cash aid to help a needy child: \$ _____

Line 12 Number of children/youth served: _____

Line 13 Dollars I donated to all other child service charities (ex: Make a Wish, St. Jude's): \$ _____
Do not include donations to American Legion funds—these are reported by the Legion.

- 4. My Service Representing the ALA in My Community** (Examples: blood drives, walks/runs, food pantries)

Line 14 Total number of hours for any service not included in Sections 1 through 3: _____

Line 15 Total dollars spent for any service not included in Sections 1 through 3: \$ _____

5. Mileage

Line 16 Miles driven in providing my above ALA service (not attending regular meetings): _____

When completed, send to: _____ by _____ / _____ / _____
(Get name and date from unit)

CONGRATULATIONS – YOU DID IT!

THANK YOU FOR ALL YOU DO AND FOR REPORTING YOUR SERVICE!

UNIT Year-End Impact Numbers Report

Unit # _____ Unit Name _____

Department _____ Unit President _____

Your Name (if other than president) _____

Your Email _____

Number of Member Impact Reports _____

Here is what our unit did in the 12 months from MAY 1, 2020 TO APRIL 30, 2021.

1. Our ALA Service for Veterans/Active Duty/Reserve Military

	Service for Veterans/Military	Obtain Total From	Member	Unit	Total
Line 1	Total hours members volunteered	Member Form Line 1		N/A	
Line 2	Total dollars spent	Member Form Line 2	\$	\$	\$
Line 3	Total number of veterans/military assisted	Member Form Line 3			
Line 4	Total number of "Veterans in Community Schools" presentations facilitated	Member Form Line 4			
Line 5	Value of in-kind donations received*	Unit Records	N/A	\$	\$
Line 6	Number of poppies or poppy items distributed	Unit Records	N/A		
Line 7	Dollars raised from poppies	Unit Records	N/A	\$	\$

*Estimated cash value of non-cash donations from **NON-MEMBERS** of goods (like paper goods, clothing) or services (like pro-bono CPA services from a local firm)

2. Our ALA Service for Military Families

	Service for Military Families	Obtain Total From	Member	Unit	Total
Line 8	Total hours members volunteered	Member Form Line 5		N/A	
Line 9	Total dollars spent	Member Form Line 6	\$	\$	\$
Line 10	Number of military families served	Member Form Line 7			

3. Our ALA Service for Youth

	Service for Children & Youth	Obtain Total From	Member	Unit	Total
Line 11	Total hours for ALA Girls State	Member Form Line 8		N/A	
Line 12	Dollars spent for ALA Girls State	Unit Records	N/A	\$	\$
Line 13	Total hours for other Legion Family youth activities	Member Form Line 9		N/A	
Line 14	Dollars spent on goods for youth activities	Member Form Line 10	\$	\$	\$
Line 15	Dollar amount of direct aid to help a needy child	Member Form Line 11	\$	\$	\$
Line 16	All other UNIT expenses (parties, dinners, paper goods, trophies)	Unit Records	N/A	\$	\$
Line 17	Total number of children/youth served	Member Form Line 12			
Line 18	Donations to all other child service charities	Member Form Line 13	\$	\$	\$

4. Our Service Representing the ALA in Our Community

	For any service not included in Sections 1-3	Obtain Total From	Member	Unit	Total
Line 19	Total number of hours	<i>Member Form Line 14</i>		NA	
Line 20	Total dollars spent	<i>Member Form Line 15</i>	\$	\$	\$

5. Mileage

	Obtain Total From	Total
Line 21	Total miles driven in providing ALA service	<i>Member Form Line 16</i>

6. Scholarships Presented/Awarded by Our Unit

	Scholarships	Obtain from	Total
Line 22	Number of unit scholarships presented/awarded	<i>Unit Records</i>	
Line 23	Total dollar amount of unit scholarships	<i>Unit Records</i>	\$
Line 24	Total dollar amount donated to department scholarships	<i>Unit Records</i>	\$

When completed, send to: _____ *by* _____ / _____ / _____
(Get name and date from district or county, if applicable, or department)

CONGRATULATIONS – YOU DID IT!
THANK YOU FOR ALL YOU DO AND FOR REPORTING
YOUR UNIT’S IMPACT!

DISTRICT/COUNTY Year-End Impact Numbers Report

District/County _____ Department _____

Number of Units in District/County _____ Number of Units Reporting _____

Total Number of Members Reporting _____

Your Name _____ Email _____

Here is what our units did in the 12 months from MAY 1, 2020 TO APRIL 30, 2021.

1. Our ALA Service for Veterans/Active Duty/Reserve Military

	Service for Veterans/Military	Obtain Total From	Total
Line 1	Total hours members volunteered	Unit Form Line 1	
Line 2	Total dollars spent	Unit Form Line 2	\$
Line 3	Total number of veterans/military assisted	Unit Form Line 3	
Line 4	Total number of "Veterans in Community Schools" presentations facilitated	Unit Form Line 4	
Line 5	Value of in-kind donations received*	Unit Form Line 5	\$
Line 6	Total number of poppies or poppy items distributed	Unit Form Line 6	
Line 7	Total dollars raised from poppies	Unit Form Line 7	\$

*Estimated cash value of non-cash donations from **NON-MEMBERS** of goods (like paper goods, clothing) or services (like pro-bono CPA services from a local firm)

2. Our ALA Service for Military Families

	Service for Military Families	Obtain Total From	Total
Line 8	Total hours members volunteered	Unit Form Line 8	
Line 9	Total dollars spent	Unit Form Line 9	\$
Line 10	Total number of military families served	Unit Form Line 10	

3. Our ALA Service for Youth

	Service for Children & Youth	Obtain Total From	Total
Line 11	Total hours for ALA Girls State	Unit Form Line 11	
Line 12	Total dollars spent for ALA Girls State	Unit Form Line 12	\$
Line 13	Total hours for other Legion Family youth activities	Unit Form Line 13	
Line 14	Total dollars spent on goods for youth activities	Unit Form Line 14	\$
Line 15	Total dollar amount of direct aid to help a needy child	Unit Form Line 15	\$
Line 16	Total other UNIT expenses (parties, dinners, paper goods, trophies)	Unit Form Line 16	\$
Line 17	Total number of children/youth served	Unit Form Line 17	
Line 18	Total dollars to other child service charities	Unit Form Line 18	\$

4. Our Service Representing the ALA in Our Communities

	For any service not included in Sections 1-3	Obtain Total From	Total
Line 19	Total number of hours	<i>Unit Form Line 19</i>	
Line 20	Total dollars spent	<i>Unit Form Line 20</i>	\$

5. Mileage

		Obtain Total From	Total
Line 21	Total miles driven by members in ALA Service	<i>Unit Form Line 21</i>	

6. Scholarships our Units & District/County Presented/Awarded

	Scholarships	Obtain Total From	Units	District or County	Total
Line 22	Total number of scholarships presented or awarded	<i>Unit Form Line 22</i>			
Line 23	Total dollar amount of scholarships	<i>Unit Form Line 23</i>	\$	\$	\$
Line 24	Total dollar amount donated to department scholarships	<i>Unit Form Line 24</i>	\$	\$	\$

When completed, send to: _____ *by* _____ / _____ / _____
 (Get name and date from district or county, if applicable, or department)

**CONGRATULATIONS---YOU DID IT! THANK YOU FOR ALL YOU DO
 AND FOR REPORTING YOUR DISTRICT/COUNTY'S IMPACT!**

DEPARTMENT Year-End Impact Numbers Report

Department _____

Number of Units in Department _____ Number of Units Reporting _____

Total Number of Members Reporting _____

Your Name & Title _____ Email _____

Here is what our department did in the 12 months from MAY 1, 2020 TO APRIL 30, 2021:

1. Our ALA Service for Veterans/Active Duty/Reserve Military

	Service for Veterans/Military	Obtain from Unit or District/County Forms	Total
Line 1	Total hours members volunteered	Line 1	
Line 2	Total dollars spent	Line 2	\$
Line 3	Total number of veterans/military assisted	Line 3	
Line 4	Total number of "Veterans in Community Schools" presentations facilitated	Line 4	
Line 5	Total value of in-kind donations* received	Line 5	\$
Line 6	Total number of poppies or poppy items distributed	Line 6	
Line 7	Total dollars raised from poppies	Line 7	\$
Line 8	Total number of veterans who made the poppies for distribution (Does not apply to pre-assembled poppies)	Dept. Records	
Line 9	Total amount paid to veterans who made poppies	Dept. Records	\$

*Estimated cash value of non-cash donations from NON-MEMBERS of goods (like paper goods, clothing) or services (pro-bono CPA services from a local firm)

2. Our ALA Service for Military Families

	Service for Military Families	Obtain Totals from Unit or District/County Forms	Total
Line 10	Total hours members volunteered	Line 8	
Line 11	Total dollars spent	Line 9	\$
Line 12	Number of military families served	Line 10	

3. Our ALA Service for Youth

	Service for Children/Youth	Obtain Totals from Unit or District/County Forms	Enter Totals from Units or District/County Forms	Enter Department Amount	Total
Line 13	Total hours for ALA Girls State (include non-member volunteers)	Line 11			
Line 14	Total dollars spent for ALA Girls State	Line 12	\$	\$	\$
Line 15	Total hours for other Legion Family youth activities	Line 13		N/A	
Line 16	Total dollars spent on goods for youth activities	Line 14	\$	\$	\$
Line 17	Total dollar amount of direct aid to help a needy child	Line 15	\$	\$	\$
Line 18	All other expenses (parties, dinners, paper goods)	Line 16	\$	\$	\$
Line 19	Total number of children/youth served	Line 17			
Line 20	Total donations to other child service charities	Line 18	\$	\$	\$

4. Our Service Representing the ALA in our Communities

	For any service not included in Sections 1-3	Obtain Totals from Unit or District/County Forms	Total
Line 21	Total number of hours	Line 19	
Line 22	Total dollars spent	Line 20	\$

5. Mileage

		Obtain Totals from Unit or District/County Forms	Total
Line 23	Total miles driven by members in providing ALA service	Line 21	

6. Scholarships Our Units, Districts, Counties, and Department Presented/Awarded

	Scholarships presented by Units, Districts/Counties and Department	Obtain Totals from Unit or District/County Forms	Enter Totals from Units or Districts/Counties	Enter Department Amount	Total
Line 24	Total number of scholarships presented/awarded	Line 22			
Line 25	Dollar amount of scholarships	Line 23	\$	\$	\$
Line 26	Dollar amount donated to department scholarships	Line 24	\$	\$	\$

**CONGRATULATIONS---YOU DID IT! THANK YOU FOR ALL YOU DO
AND FOR REPORTING YOUR DEPARTMENT'S IMPACT!**

***Department Impact Numbers are due to ALAREports@ALAforVeterans.org
by June 1, 2021.***

***Department presidents: Remember - This ALA Impact Numbers Report is separate
from your Department President's Report***

END OF YEAR IMPACT REPORTING

FAQs

- Question: Where do I report my service for a National Guard "Welcome Home" activity?
Answer: *Service for ALL members of the military, whether they are retired, active-duty or in the reserve component such as the National Guard is now reported in "Section 1: My Service for Veterans, Active-Duty, and Reserve Military."*
- Question: Do I report my VAVS (Veterans Administration Voluntary Services) on the Impact Form since I already sign in at the VA when I volunteer?
Answer: *No, the ALA receives those hours from the VA on a yearly basis.*
- Question: Does time shopping for care packages for deployed military count as service?
Answer: *Yes, shopping for care packages not only counts as service hours under Section 1, but also mileage associated with shopping for care packages may be reported under the new section "Section 5: Mileage."*
- Question: So.... does driving my daughter to Junior meetings count as service?
Answer: *Sorry, that falls within your responsibility as a parent. You get kudos for being a great ALA parent though!*
- Question: My unit volunteered at a summer camp for military kids. Where should I report this service?
Answer: *You may report service for summer camps open only to military kids under "Section 2: My ALA Service for Military Families." If the camp is open to ALL children, then your service would be reported under "Section 3: My ALA Service for Youth." But don't worry if you don't remember. Just report it somewhere.... once!*
- Question: My neighbor is deployed, so I help her husband by babysitting their children once a week. Does this count?
Answer: *Absolutely! Report this under "Section 3: My ALA Service for Military Families."*
- Question: What if I don't know exactly where on the form to report my service?
Answer: *You can always report it under "Section 4: My Service Representing the ALA in My Community."*
- Question: Can I count hours spent taking care of a veteran who lives with me but is not a blood relative?
Answer: *As long as you are not receiving compensation in return for your role as a care-giver (such as when you care for your spouse), you may report it under "Section 1: My ALA Service for Veterans, Active-Duty and Reserve Military."*
- Question: Can I count hours spent preparing meals for Legion meetings and administrative support for TAL commanders as hours spent in Service to Veterans?
Answer: *Those hours count but should be reported under "Section 4: My Service Representing the ALA in My Community." Some of our members aptly describe those activities as family chores.*

THANK YOU FOR SERVING **AND** REPORTING!