The 100th anniversary celebration is in full swing! Our Units, Districts and Departments have put on their party hats, turned on the ovens for that beautiful cake and showed the world why the American Legion Auxiliary has been a helping hand to the American Legion, all veterans and to the community.

So, what is capturing our members’ enthusiasm and passing it on?

Arizona has been extremely busy reports Chairman, Karen Smith. They have had picnics in the park with good food, fun games and music. November brought our actual anniversary and a proclamation from their Governor declaring Nov. 10, 2019, as Arizona ALA Day. The proclamation was read by member Marge Christianson on local media with a large fake Birthday Cake for photo ops. One unit made Centennial Care Kits were made for first responders and used to help with chronic homelessness. The kit contained toiletries, clean-up items, non-perishable food and a $5 gift card. And they used the ALA emblem and a card with the logo and Unit name.

Diane Shadduck of Iowa reported that units used 100 as goal in many areas – from donating 100 items to schools, retiring 100 flags, donating 100 hours of service, sending out 100 Halloween cards, baking 100 cookies for teachers, donating 100 cups of coffee and handed out 100 bookmarks to VA medical centers. The Department at their midwinter conference in February will include tables displaying historical events and memorabilia. And the Centennial Committee members will give a narrative about past Iowa National Presidents dressed in period attire. The centennial booklet will be ready for distribution at the same time. The booklet will feature Iowa’s Legacy of national leaders, milestones, and an honor roll by age 95 and by 75 continuous membership years.

As the home of the first Auxiliary convention was held in 1921, Kansas has been “following the yellow brick road of service for 100 years” (the department’s theme). Districts baked cookies and cupcakes to depict each Wizard of Oz Character – Tin Man cupcakes won! In April, banners announcing the 100 years of service Run, Walk, and Roll event with the ALA logo will be displayed. At convention the department president will present a candle light ceremony at the end of a unit’s yellow bricks showing each decade of Kansas’ ALA’s history. They have a beautiful booklet of the department of Kansas for 100 years and I have it with me today.

The Department of Missouri gave itself a 100th anniversary present. A tornado touched down across from the department office, which is in turn brought out the need to preserve their vital records. A local university is developing a plan to digitize vital records using student help and the university’s specialized equipment. A challenge? Yes Will it be completed? I have no doubt.
Ohio made plans to celebrate at their Mid-winter conference. Chairman Martha Setlock reported that the VA&R program with the Juniors are doing a joint project for homeless veterans. One of the units joined All City Candy to help their program “Sweets for Soldiers.” They donated $100 for candy bars. Then 100 wrappers are taken to their unit meeting so members could draw pictures or write messages and deliver the candy to the VA Medical Center. Ohio sold ornaments with 100th on them and designed a T-shirt contest to raise funds for the celebrations – one of which is a plan to bury a time capsule.

Wisconsin units and districts were extremely busy. The Department President Joanie Dickerson honored ALA’s past and chartered a course for the next century in her theme “100 Years Anchored in Service – Setting the Course for the Future.”

Set your department course for the next half of year by following through the many planned activities to show “Service Not Self” to all. (637)
ALA GIRLS NATION
CHAIRMAN: WENDY RIGGLE

The American Legion Auxiliary Girls State Programs are continuing to work hard to achieve the five goals of the ALA Programs Action Plan. Our ALA Girls State Programs in many ways demonstrate instilling an awareness of the American Legion Auxiliary. They do this by giving a copy of the Preamble to the Constitution and handing out ALA fact sheets that are discussed at the first assembly. Many programs are incorporating an “ALA Moments” each day to share highlights about the ALA programs. Over 90% of the departments reported having a Service Project and they include donating to Honor Flights, collecting socks for the homeless, donating to service dog organizations, hosting USO shows for Veterans Homes along with many more worthwhile projects. Several Departments have purchased the ALA backdrop to use when taking pictures as a reminder of who sponsors the program.

To encourage ALA Girls State citizens to join the ALA, one department asks Junior members to raise their hands and share their experiences during opening ceremonies. Many Departments give out the ALA brochure and membership application as encouragement to join and some even put it on the delegate’s beds for nighttime reading. The departments reported that they are encouraging the delegates to apply for the Samsung Scholarship and other scholarships available with Missouri reporting they give out 21 scholarships. Several of the Programs are using the Samsung Information to recruit new members.

Virtually all of the ALA Girls State Programs reported using the internet and other social networking sites to increase awareness of ALA Girls State. Most have Facebook pages, websites and other forms of social media that they are using to recruit citizens, unload registration, keep parents updated during the week, and are posting pictures of the week activities after their sessions end. Many of the ALA GS Programs have started using a generic email address such as StateALAGS@gmail.com so when a Director retires, new directors will not miss any communications. The ALA Girls State Programs are continuing to try to establish or increase an ALA GS Alumnae Group.

Several Departments reported attending the ALA Girls State Leadership Conference held in Indianapolis in September and some sent multiple people. Others mentioned the lack of funds as the reason for not attending. A growing trend that seems to be catching on with our ALA Girls State Programs is to collaborate with TAL Boys State to increase awareness and participation, control costs, secure better contracts from their universities, share program ideas and to coordinate speakers and save travel related expenses.

We also asked the ALA GS Programs if they would report how they are going to celebrate the 100th anniversary of the American Legion Auxiliary at their programs and they have come up with a variety of ways. Many are holding a birthday party and serving cake or cookies with the 100th year logo on them. Several Departments mentioned using the 100th anniversary logo on the covers of their manuals. Some programs are tying the 100th anniversary of the women’s right to vote and women’s suffrage to their program to enlighten the girls on this important piece of history. One ALA GS Program is planning a candlelight ceremony on the State Capital steps as part of the ALA Centennial celebration. Utah is going to highlight the first female elected as a US Senator, Martha Hughes Cannon who defeated her own husband in the congressional election.

In closing, the ALA Girls State Programs were enthusiastic about providing information even though we had to track a few down. We were 100% reporting by Jan 14th.
The American Legion Auxiliary Foundation was established to support veterans, military, and their families by funding programs of the American Legion Auxiliary. This year, the ALA Foundation accomplished countless feats in support of our nation’s heroes, all due to your generous support.

In fiscal year 2020, the American Legion Auxiliary Foundation has already awarded $49,629.00 in grants to Auxiliary entities and grown the Mission Endowment Fund to nearly $1.6 million.

Because of you, the ALA Foundation awarded grants to units and departments, supporting specific needs for veterans and military through the Veteran Projects Fund. Your contributions made these much-needed projects possible:

- **Department of Nebraska**: $4,480 to buy and install a Lucynj projector game system for Alzheimer’s patients at the Eastern Nebraska Veterans Home.

- **Kentucky Unit 74**: $943 to replace a washer and dryer in the communal laundry room at the Pennyroyal Veterans Center.

- **Department of Alaska**: $2,558 to buy furniture for the pavilion at the Veterans Home in Palmer, Ala.

The ALA Foundation awarded local Veterans Creative Arts Festival Grants to Kansas District 5, New York Unit 1524, the Department of Nebraska and the Department of Vermont for art supplies, event promotions, venue rental and more.

Ohio Unit 214, New York Unit 535, Indiana Unit 148, the Department of South Carolina and the Department of New York received Mission in Action grants to help them become more recognizable in the community for all their good works. Grant funds were used for ALA branded items including banners, canopy tents, car magnets and storage totes.

By using the ALA Foundation’s IRS 501(c)(3) status, we assisted these American Legion Auxiliary entities with sub grants to support the mission: Minnesota District 3, Department of Oregon, and New York Unit 120.

In order to continue the growth of the ALA Foundation, board members have devoted time to three major topics: planned giving, donor retention, and storytelling.

Board officers have made nearly 50 calls to long time members and donors to thank them and to make them aware of the opportunity to leave a planned gift to the ALA or ALA Foundation.

They have also made contact (via letters or calls) with every donor. Thanking all donors at any amount is vital to increase donor retention. Because of their efforts, retention rates went up 16% in fiscal year 2019.

Finally, the ALA Foundation board has turned its focus to storytelling. Being able to tell the story of the ALA Foundation effectively increases the chance that donors will give, and because of this, the board has been dedicated to improving this skill. At their meeting in November, a fundraising expert came to discuss the methods and tactics that best tell the story of the ALA Foundation and perfecting these short pitches has been a priority since.

You can learn more about the ALA Foundation at [www.ALAFoundation.org](http://www.ALAFoundation.org).
As we reach the halfway point of our reporting year there is much excitement about the Americanism program. Americanism may be celebrated or promoted differently in each community, however the main objective of Patriotism, Respect for our Flag, and teaching our youth about what it means to be an American are our priorities.

FLAG – Our Units promoted Flag Etiquette, proper disposal flags and proper Flag folding procedures to name just a few. Illinois “Celebrates our Patriotism through our American Heritage” by distributing flags to veterans in Nursing Homes, Hospitals, and all Patriotic parades. Kansas Americanism Chair is challenging her members to record at least one million hours of properly flying and displaying our Flag in celebration of our 100th Anniversary. A West Virginia Unit held a thank you to responders on Sept 11 displaying a large American Flag and then properly folding Old Glory. Several of the departments participated in naturalization ceremonies and distributed flags to new American citizens. In Colorado instead of distributing flags to the parade crowds they passed out red/white/blue bracelets stating Thank a Veteran. Kentucky had a Facebook program with weekly flag etiquette questions with a drawing for a cash prize from the winners. In South Carolina there was also a flag waving ceremony as people stood on the highway overpass and waved their American flags to the cars on the highway below. Members from Virginia were very excited when they were given an Americanism Tool Packet containing the Pledge of Allegiance, our country’s flag, light of liberty comic books, as well as Let’s be right on Flag Etiquette. In Washington, one Unit assists a Girl Scout troop with flag folding and helped juniors pass out 1200 US flags during their Community Days. In Puerto Rico, even with the earthquake activity, our members there are still continuing the mission by replacing tattered school flags with new flags and disposing of the old ones. Utah members assisted a Girl Scout troop with flag etiquette, how to post the colors for their ceremonies, and hosting flag disposal ceremonies.

ESSAY – Promotion of the Essay contest is alive and well across the nation. In addition to promoting the Essay Contest the Department of Maryland has a unit that uses the Essay Contest theme as the theme for their Veterans Day speaker. The Department of Nebraska developed a set of guidelines that would help the units understand and promote the contest better.

VOTE – Units and Departments across the nation are promoting the Get Out and Vote initiative. They are assisting members of their communities with transportation to the polls, assisting at the Polling place, offering coffee, a snack, or even a meal on Voting Day. Some are having mock elections in their schools.

EDUCATE – In Wisconsin Junior members are proudly painting patriotic rocks and distributing them. Units and Departments are promoting the American Legion Youth Programs. In Ohio the Auxiliary and Legion sponsor an Americanism & Government Test to grades 10-12. The top 18 students are awarded a trip to Washington D.C. In North Dakota, a Unit recognizes the outstanding Senior Baseball Player with a plaque and gift. A Wyoming Unit helps with the Scholastic Action Shooting Program team; promoting gun safety, marksmanship and information about the 2nd Amendment. In North Carolina, The Auxiliary assisted the Legion in the start-up of the Youth shooting program.

REPRESENTATIVES – Units and Departments are learning TAL legislative agenda and talking to their Representatives at local, state and national levels. They are encouraged to get to know their elected officials and voting records.

*CATCH AMERICANISM ALA FEVER!*
After reviewing the objectives in the action plan, what progress have you made so far? In a nutshell, the American Legion Auxiliary’s Children & Youth program supports all children and youth in our communities, with a particular emphasis on our military and veterans’ children.

With the loss of GI Josh Dog and Star Spangled Kids being moved to Americanism, it left a void this year for the C&Y program. But ALA members found other ways to protect, care for and support our children and youth.

Is there anything exceptional to report? Our efforts this year are focused on our Youth Hero Awards and Good Deed Awards, but members have found other avenues to support our youth, such as:

At The American Legion’s C&Y Conference, members learned about “United Through Reading”. This program connects military families through the read-aloud experience, and so that every military child has the opportunity for bedtime stories. Several Departments promoted this at their military installations and armories.

Members in Maine are regular volunteers in Maine’s Military Kids Program. This program invites military kids for a day of activities, including STEM exploration and possibly a trip to the museum. In one instance, members helped prepare meals for the Maine Military Kids Mad Scientist event. It was open to all children ages 6-12 of currently serving military members and Gold Star Families.

With the holiday season just completed, our military children were definitely the emphasis around the country. Kentucky’s Units 79 and 233 celebrated our military children. Unit 79 hosted children at the local National Guard Armory, complete with a Christmas party and gifts. They partnered with their local fire department to perform road blocks to raise money to purchase all the toys. Unit 233 set up an Angel Tree at their home Post. Members would take an angel ornament with a child’s name on it, and purchase gifts for those children. In Maine, Units sponsored military families of the Army National Guard by purchasing Christmas gifts. Members in Arkansas provided Christmas cards to military kids as well as those who are less fortunate.

At Halloween, Idaho members provided 29 dozen cupcakes during the Boo Bash at Mountain Home Air Force Base. And military kids were recognized during Kids of Deployed are Heroes 2 (KDH2) events at
two military bases in the Department of Florida, partnering with the USO to provide backpacks/school supplies for kids at MacDill AFB.

Our military children were well taken care of throughout the country; community children were also supported by our membership. Three Departments reported:

Delaware supported Enzo’s Pajama Drive, working with entire Legion Family collecting PJs at in their state and nationwide. It should be mentioned that the young man who dreamed up this project of collecting pajamas for needy children in hospitals has been awarded the ALA Good Deed Award!

In celebration of 100th ALA Anniversary, members in Maine created a project to collect 100 backpacks for Maine’s Adoptive and Foster Kids Program; 109 backpacks were collected. They again partnered with this foster kids group at Christmas, providing 300 gifts.

And in Arkansas, stuffed animals were donated to First Responders to use when they come across a child during a call to help console the children in their time of need.

Auxiliary members keep our Mission in the forefront of their minds. Although a couple of typical projects for the ALA C&Y program weren’t available this year, reports indicate that we continue to Celebrate of Century of Service to our children and youth!

(Optional) What request do you have for the NEC members to take back to their department? April is Children & Youth Month, also known as Month of the Military Child (#MOMC). The American Legion Family recognizes military kids for their sacrifice and bravery during April. “Purple Up! For Military Kids” is a day for communities to wear purple to show support and thank military children for their strength and sacrifices. April 3rd is the date the ALA is recognizing for Purple Up! this year.

Year-End Reports are due by May 15, 2020. Since Star Spangled Kids has been moved to Americanism, please answer the following question: "How did your units and department demonstrate “Celebrating a Century of Service,” with the focus centering on “The Health and Well-Being of our Veterans, Military, and Their Families”?

From which departments did you NOT receive a report?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- D.C.
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- N Carolina
- N Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- S Carolina
- S Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- W Virginia
- Wisconsin
- Wyoming
Program/Committee: Education
National Chairman: Debra Albers
Program Coordinator: Kristin Hinshaw

After reviewing the objectives in the action plan, what progress have you made so far? Members have used the objectives to promote Education in each state particularly "Give 10 to Education," Scholarships, and American Education Week.

Is there anything exceptional to report? Focusing on thanking Bus Drivers during American Education week was a popular theme.

(Optional) What request do you have for the NEC members to take back to their department?

From which departments did you NOT receive a report?

- [ ] Alabama
- [ ] Alaska
- [ ] Arizona
- [ ] Arkansas
- [ ] California
- [ ] Colorado
- [ ] Connecticut
- [ ] Delaware
- [ ] D.C.
- [ ] Florida
- [ ] Georgia
- [ ] Hawaii
- [ ] Idaho
- [ ] Illinois
- [ ] Indiana
- [ ] Iowa
- [ ] Kansas
- [ ] Kentucky
- [ ] Louisiana
- [ ] Maine
- [ ] Maryland
- [ ] Massachusetts
- [ ] Michigan
- [ ] Minnesota
- [ ] Mississippi
- [ ] Missouri
- [ ] Montana
- [ ] Nebraska
- [ ] Nevada
- [ ] New Hampshire
- [ ] New Jersey
- [ ] New Mexico
- [ ] New York
- [ ] N Carolina
- [ ] N Dakota
- [ ] Ohio
- [ ] Oklahoma
- [ ] Oregon
- [ ] Pennsylvania
- [ ] Puerto Rico
- [ ] Rhode Island
- [ ] S Carolina
- [ ] S Dakota
- [ ] Tennessee
- [ ] Texas
- [ ] Utah
- [ ] Vermont
- [ ] Virginia
- [ ] Washington
- [ ] W Virginia
- [ ] Wisconsin
- [ ] Wyoming
Program/Committee: Junior Activities
National Chairman: Suzanne Knapp
Program Coordinator: Kristin Henshaw

After reviewing the objectives in the action plan, what progress have you made so far? Please see attached.

Is there anything exceptional to report? Wyoming which has been in a junior membership slump has rejuvenated by handing over the post holiday party planning and implementing over to the older junior members. The younger junior members and young SAL help with set up and clean up with some oversight of senior members. The juniors are assuming the responsibility and the senior members are impressed with the potential of these young members.

(Optional) What request do you have for the NEC members to take back to their department? Let the Departments know that even one Junior member can make a difference. Have the junior ask her friends to help with a service project. Before you know it, you may have a large, active junior group.

From which departments did you NOT receive a report?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- D.C.
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- N Carolina
- N Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- Texas
- Utah
- Vermont
- Virginia
- Washington
- W Virginia
- Wisconsin
- Wyoming

INSTRUCTIONS
National Deadline: January 31, 2020
Please send your completed report to your staff liaison/program coordinator, allowing time for them to help you proof it before your report is submitted on January 31.

In 600 words or less, using 11-point Times New Roman font, highlight the progress made implementing the program plan.
LEADERSHIP REPORT TO NEC MEETING
Diana Sirovina, National Chairman
February 23, 2020

When we were young, I’d just bet we all thought our goal in life was to be a leader in the American Legion Auxiliary! That may be true for one or two of us, but most of us came into a leadership position in a much different way. If your path was anything like mine, it was more getting voluntold rather than being a willing volunteer. Way back when, I was happy to be just a card-carrying member with no particular connection or commitment to The Auxiliary. It was my late mother getting elected unit president and not really offering me a choice, that finally brought me to a more active role. Although the decision to get involved was not entirely mine, it was one of the best decisions I ever made.

I am certain there are lots of more stories of how you became involved and what led you to the role you have today. I would bet that all of you were able to participate in some kind of educational classes right in your own department. Mid-Year reports from departments around the country indicated a wide variety of educational opportunities that are offered to their members.

If you noticed, I avoided using the word ‘leadership’ in my last comment. People hear the word ‘leadership’ and cringe. When they hear the “L” word they want to get as far away from it as possible. They don’t see it as a way to be better educated, they see it as having to take an office and run things.

As you know, the past few years have brought great changes to our educational programs in the form of expanded Mission Trainings and the ALA Academy. These programs have been carefully crafted to provide new ways to improve the member engagement experience. Many members have taken advantage of these educational opportunities to become more knowledgeable about our organization.

One of the training opportunities that is also available is the Senior Basics Course. If you have taken this course, you know that it touches on basics of meetings and protocol and gives a pretty good history of how The Auxiliary got started and significant events in our history. Unfortunately, it ends in 2012. If you remember when you took the course, you probably remember that it’s 100 questions long and a little on the dry side.

As we celebrate our Centennial this year, it seems like a great time to retire this course and replace it with something entirely new. After talking with members around the country these past months and asking what they would like to have included in a new program, I can tell you their answers were as varied as the places they lived. One common answer was that they wanted something new! Imagine that!

So new, and improved is something that they will get! Although a name hasn’t been finalized, the new program will focus on several areas important to the way we can train our current and future leaders. We want them to be confident in their knowledge of The Auxiliary so they will be able to share their enthusiasm with others in their units and their communities and ultimately attract new members.

We will continue to celebrate our Centennial by making members more aware of the history of our programs, offering pointers on the importance running a good meeting, and most importantly how to be an effective leader.
Each of the four subjects will be in a separate module, with scripts and coordinating power point presentations. Having smaller, less cumbersome presentations will allow units to do group sessions perhaps as part of their meetings, which is something they asked for.

As we work toward one of the centennial goals of teaching our members the value of their membership, these new educational classes will also fulfill the goal of getting more members interested in taking leadership roles. The program is in the developing stage right now and we hope to have it available on the website very soon.

An interesting comment I found when I was doing research on various leadership programs says: “A leader can only lead as far as they have traveled themselves”. This needs to serve as a reminder that we all need to continue to learn new things so we can mentor others to become active and knowledgeable members, for a stronger American Legion Auxiliary for the next hundred years.
After reviewing the objectives in the action plan, what progress have you made so far? Enhancing the member experience is our first objective in the membership action plan. Units across the country have reported early bird incentives for paying dues early, bringing in new members, mentoring, recruiting male ALA members, and even members coming to a first meeting. Many Units report contacting current members for assistance with anything they may need or just to say hello and let them know they are valued. I am looking forward to focusing on this objective even more during our "One Week of Caring and Sharing" in April. With the LEGION Act comes new opportunities to make more ladies and gentlemen eligible to belong. Units report setting up membership tents at county and state fairs, marathons, in the mall, TAL and SAL meetings, dinners at the Post, and many others. Attracting new members seems to be a real focus this year for our members. Objective four talks about understanding and respecting member rights. Units are using their own definition to excel at this objective. For this committee, one of the most important rights we are focusing on is NOT HOLDING MEMBERSHIP! We hear stories that membership is held until the next membership year is accepted so they have a head start on reaching their goal. Units accept checks for renewals and new members, but hold them until they have enough to "fill a transmittal sheet" to "save mail costs". Many members are now paying online and receiving their online card. We then receive reports of not receiving their actual membership card from the Unit. These are not new issues. We are also working the interest forms from the National staff. Department membership chairmen report working them along with the more local District and Unit membership team members. The teamwork reported by Departments is very exciting.

Is there anything exceptional to report? Our first award this year was the 10X10 award. Recruit 10 new members by our 100th birthday, November 10th. 104 members received $100 for doing just that! Whitneey Dallaire of Grayson, KY won the drawing for $1000 dollars toward National Convention and two states dinner tickets. She could not believe she won. She is definitely planning on being at National Convention and is very grateful. Our 100% Unit award by November 10th was achieved by 269 Units! 100 of those Units received $100. All the winners have been shared in our every other week membership reports. Seven Departments were 75% by Pearl Harbor Day and received $250 checks to further our mission. Congratulations Iowa, Minnesota, Mississippi, Montana, Puerto Rico, South Dakota, and Wisconsin!
(Optional) What request do you have for the NEC members to take back to their department? Remind Departments of the two degrees of consanguinity regulation by the IRS, which means no great or great-great-granddaughters can join the Auxiliary. Current members with that eligibility relationship can continue to be a member as long as their dues are kept current. Please encourage all Units to participate in our "One Week of Caring and Sharing" the first week of April. This is to let members, former members, and potential new members know they are valued. Please share our gratitude and excitement for the work your Departments are doing this year for membership. We continue to be ahead of this time last year. Being a 100% or about National ALA is possible!

From which departments did you NOT receive a report?

☐ Alabama  ☐ Alaska  ☐ Arizona  ☐ Arkansas  ☐ California  ☐ Colorado
☐ Connecticut  ☐ Delaware  ☐ D.C.  ☐ Florida  ☐ Georgia  ☐ Hawaii
☐ Idaho  ☐ Illinois  ☐ Indiana  ☐ Iowa  ☐ Kansas  ☐ Kentucky
☐ Louisiana  ☐ Maine  ☐ Maryland  ☐ Massachusetts  ☐ Michigan
☐ Minnesota  ☐ Mississippi  ☐ Missouri  ☐ Montana  ☐ Nebraska  ☐ Nevada
☐ New Hampshire  ☐ New Jersey  ☐ New Mexico  ☐ New York  ☐ N Carolina
☐ N Dakota  ☐ Ohio  ☐ Oklahoma  ☐ Oregon  ☐ Pennsylvania
☐ Puerto Rico  ☐ Rhode Island  ☐ S Carolina  ☐ S Dakota  ☐ Tennessee
☐ Texas  ☐ Utah  ☐ Vermont  ☐ Virginia  ☐ Washington
☐ W Virginia  ☐ Wisconsin  ☐ Wyoming
Mid Year Community Service Report 2020

Jeanne Haas, Chairman

All Fifty-two American Legion Auxiliary Departments reported taking active roles across their states representing our organization while assisting others. Members were reported wearing ALA apparel along with displaying our logo when taking part and publishing their events and activities. Partnering with faith based groups, local law enforcement and other local service organizations, ALA members reported serving 224,685.2 hours in their communities. While many Departments shared many activities without reporting the amounts of donated articles and time associated with these events, the total of reported donated materials and money was $403,673.23. Departments reported helping Sister TAL Departments following natural disasters with water, food and clothing items. Helping those in need, assisting youth and their needs, and lending a helping hand in your community was the connecting threads of the Community Service Department Mid Year Reports.

The Department of Mississippi is recording their good deeds on a “100 Good Deed Scroll”. Department of Indiana Community Service Chairman, Jennie Gump, is handing out Community Service Round Tuits as a reminder to DO acts of service. Time and” a listening ear” along with lunch were donated by members of the DC Department when they helped with the “Silkie Hike”, a 22 K tour of Washington monuments, remembering the 22 military suicides each day. Many Departments are using the significant “100” number in their donations-100 toys, 100 Blessing Bags, 100 Purses with a Purpose, 100 scarves and hats and 100 pairs of shoes are a few of the projects Units and Departments are sponsoring in their commitments to serve their communities.

With many Departments reporting activities, that could be reported in other programs, may NEC members remind their members to report only in one program and report activities under the program that best fits the mission of the event.

Request that a second updated file of Department Chairmen from the ALAMIS program be sent from the National Program Coordinator to the National Chairman about December 10th of the year.
Many Departments are continuing to build their Junior Activities program. Making big strides in participation while a few are struggling to get Junior members. One unit even signed up 12 newborns as Juniors so far this year. They are looking at having a strong and active group in just a couple of years! Juniors are excited to lead the Pledge of Allegiance and the National Anthem. They can learn from the Senior meetings. Let them participate as they watch and learn from their mothers, fathers, etc.

American Legion Auxiliary programs are being worked on and are succeeding with the Juniors’ help. ALA Girls State programs are growing, essays are being written, posters are being made, Little Miss Poppies are active as patriotism and pride are showing in the faces of the many pictures received with the reports. Scholarships are being distributed to schools and the Juniors. The new Junior Member Loyalty Scholarship has been talked about at both Junior and senior meetings. Let us not only further the education of children but also of our members that have grown in this organization.

We have Juniors volunteering in the VA homes and hospitals. Donating gifts, blankets, gift cards, and many other items. They are enjoying talking to the veterans and their families. Thank you cards and pacing parties have increased as the juniors are actively collecting toiletries and other items needed by our deployed troops.

Juniors are learning ALA meeting etiquette as well as Robert’s Rules of Order. How do you make these topics fun?? Many of our Departments have found ways to balance the fun while learning. Card making, artwork, crafts and many other games and songs are used to reinforce these topics.

The Patch Program is reported as being a great activity for both Juniors and young SAL members. The Departments are working on patches. The older groups are helping the younger ones as they complete the requirements for each individual patch. Some are even teaching the Senior members how to use computers and social media! What a way to get the younger members active and the Senior members more tech savvy.

Many Juniors are now not only helping with fundraising for the general membership of their units but, they are taking on their own fundraisers for their own projects. They are learning and succeeding!

The American Legion Auxiliary has a great future. The Junior members have learned our past and present and are looking toward the future. They are not saying; I can’t do anything to help. They are not asking; how do I help. They are coming up with their own ideas and planning the entire event. The American Legion Auxiliary Juniors are intelligent, knowledgeable, enthusiastic and ready to lead us into the future.
Fifty-two Departments reported making Education Chairmen of the American Legion Auxiliary 100% in reporting. Addressing Give 10 to Education, American Education Week, Literacy and Veterans in the classroom will demonstrate the dedication to Education our members possess.

Nearly every Department reported using “Give 10 to Education.” Whether it be a group event such as filling back packs with school supplies, direct monetary donations to schools, or individual members making in-kind donations to their favorite schools, this project remains one of the most popular plans of work of the Education Program. Generally, reports from Departments referenced units collecting crayons, pens, pencils, note pads, tissues, hand sanitizer, breakfast items, backpacks, and contacting schools for specific items such as clothing and food needs. This has been a program that everyone can use and feel good about. The story of the Unit in Missouri that paid the lunch bills for needy families in their local schools as well as donating to the “Backpack program” a program that sends food home with children in need was particularly heartwarming. Another Unit hosted a “Back to School Fair” where supplies were donated and filled backpacks were raffled off. Departments described collecting Box Tops for Education as well as collecting UPCs from Best Choice items. No matter how this program was used, “Give 10 to Education” was enthusiastically reported.

American Education Week was another program that received wholehearted support from the grass roots sector of our organization. Over half of the Departments reported upon recognizing teachers, support staff and particularly bus drivers during this week. Most Departments mentioned sending thank you notes or teacher appreciation cards to staff members when leaving baked goodies, meat and cheese trays and fruit plates or baskets for teachers. Many provided gift cards for personal or classroom use. One unit met teachers and staff at the door in the morning and gave hugs thanking them for their dedication. Another unit prepared a breakfast for teachers and staff. This program that had its preface in 1919 before the creation of the American Legion Auxiliary is still alive and well.

The topic of Literacy was tackled in different directions. In the Western Division, members traditionally volunteered in the classroom in reading, mathematics, science and the arts. In the Northwestern Division, units addressed the issue by providing dictionaries to students. In the Central Division Unit 179 in Michigan handed out 1500 books to children for summer reading. Maryland in the Eastern Division has volunteers that read with students and help with book fairs. Coverage of Literacy as a topic was very low.

Though Veterans are the “backbone” of our organization, “Veterans in the Classroom” was the least reported program. Twenty-one Departments described having programs in schools, however, the bulk of these reports were targeted at inviting Veterans to demonstrate Flag Etiquette and folding the flag, serving in Color Guards, or performing POW/MIA ceremonies rather than recounting their experiences. The exceptions were Departments in the Southern and Eastern Divisions and a few Departments in the Western Division. Unit 136 in Florida hosted a Veterans Program for seventy Veterans to speak on their service to our country at an Elementary School. Units in these Divisions seemed to have a grasp of the meaning of “Veterans in the Classroom” programs and reported on Veterans talking at assemblies, and Veterans speaking to individual classes of the events related to their time in the Military. This is such an important program and as time goes on, we will lose some valuable lessons that can be learned from our local heroes.
After reviewing the objectives in the action plan, what progress have you made so far?

Department chairmen have reported Blue Star Banners were distributed to active duty military families within their departments.

Financial assistance was provided to deployed service members families with gift cards to purchase food and gas during the holidays. Care packages were sent to troops stationed in Korea and the Gulf.

Collaboration with the local National Guard Family Readiness Groups provided unit members the opportunity to assist with Welcome Home events as well as working with the Yellow Ribbon Reintegration program at their local military bases.

With the ever-increasing natural disasters happening all across our country, unit members looked for ways to help themselves and their communities by taking CERT courses, working with their local police and fire departments during times of need creating and providing emergency kits.

POW/MIA ceremonies were observed on the National POW/MIA Recognition Day this past September. Some units reported setting up the POW/MIA table at their local schools and explaining the ceremony to the students.

Is there anything exceptional to report?

In the Central Division, The Department of Indiana reported units within a district hosted a Taco Bar at Camp Atterbury, serving over 450 soldiers.

Eastern Division Unit 360 in the Department of Pennsylvania assisted the local Red Cross in presenting a Fire Safety program to Pre-K through 1st grade students.

Northwestern Division Unit 360, department of Nebraska provided care packages for their local military personnel. Comfort items were collected not only by unit members, but also from the students and
families from Johnson County Central Schools. The students created greeting cards that were included in those packages.

Southern Division, Unit 93, Department of South Carolina, reported making approximately 200 dozen cookies and snacks to take to Ft. Jackson during the holidays.

Western Division finishes off with the Department of Alaska providing refreshments for a military sponsored 5K race.

(Optional) What request do you have for the NEC members to take back to their department?

Please let your departments know that the National Security Program is related to active duty military and their families. Activities relating to serving veterans would fall under the VA&R program. It can be confusing sometimes.

From which departments did you NOT receive a report?

- [ ] Alabama
- [ ] Alaska
- [ ] Arizona
- [ ] Arkansas
- [ ] California
- [ ] Colorado
- [ ] Connecticut
- [ ] Delaware
- [ ] D.C.
- [ ] Florida
- [ ] Georgia
- [ ] Hawaii
- [ ] Idaho
- [ ] Illinois
- [ ] Indiana
- [ ] Iowa
- [ ] Kansas
- [ ] Kentucky
- [ ] Louisiana
- [ ] Maine
- [ ] Maryland
- [ ] Massachusetts
- [ ] Iowa
- [ ] Kansas
- [ ] Kentucky
- [ ] Minnesota
- [ ] Mississippi
- [x] Missouri
- [x] Montana
- [ ] Nebraska
- [ ] Nevada
- [ ] New Hampshire
- [ ] New Jersey
- [ ] New Mexico
- [ ] New York
- [ ] N Carolina
- [ ] N Dakota
- [ ] Ohio
- [x] Oklahoma
- [ ] Oregon
- [ ] Pennsylvania
- [x] Puerto Rico
- [ ] Rhode Island
- [ ] S Carolina
- [ ] S Dakota
- [ ] Tennessee
- [ ] Texas
- [ ] Utah
- [ ] Vermont
- [ ] Virginia
- [ ] Washington
- [ ] Wisconsin
- [ ] Wyoming
Program/Committee: Past Presidents Parley
National Chairman: Carlene Ashworth
Program Coordinator: Chrystal Daulton

After reviewing the objectives in the action plan, what progress have you made so far?
An information packet containing the Program Action Plan, nomination forms for Unit Member of the Year and Service Woman of the Year and a detailed cover letter with detailed information regarding the major points of this program and instructions for submitting the forms along with report deadlines was mailed to every Department Past President's Parley Chair in October 2019. E-Bulletins have been published to remind members to submit nominations for the awards.

Is there anything exceptional to report? It is worth noting that the Department of Alabama Chair expanded the program in their Department by adding awards recognizing Military Spouses and Caregivers. The Department of Utah Chair promotes goodwill throughout their Department by sending get well, sympathy and birthday cards to members throughout the year.

(Optional) What request do you have for the NEC members to take back to their department? Great emphasis should be placed on recognizing the hard working Unit members by nominating them for the Unit Member of the Year Award. In 2017-18 there were forty-seven Departments represented by a Unit Member of the Year. In 2018-19 forty-nine Departments were represented. In this, our Centennial Year, I am expecting 100% participation, fifty-two outstanding women, one from each Department. They are there and they deserve to be recognized. I am also expecting 100% participation, at least one nomination from each Department for the Service Woman of the Year. We have military families all over the country. There are outstanding female service women out there who deserve to be recognized. If they do not get National recognition the Department nominating them should recognize them in their own Department with awards, citations or some other means.

From which departments did you NOT receive a report?

- [ ] Alabama
- [ ] Alaska
- [ ] Arizona
- [ ] Arkansas
- [x] California
- [x] Colorado
- [x] Connecticut
- [ ] Delaware
- [x] D.C.
- [ ] Florida
- [x] Georgia
- [ ] Hawaii
- [x] Idaho
- [ ] Illinois
- [x] Indiana
- [x] Iowa
- [ ] Kansas
- [ ] Kentucky
American Legion Auxiliary
2019-2020 Mid-Year Progress Report
Poppy Committee
Beth McGinn, Chair

The red Poppy is universally recognized as a symbol of remembrance for those who sacrificed their lives during battle. To increase awareness, countless units reported distributing poppies on patriotic holidays, such as on Veterans Day, during breakfasts and dinners at post homes and during their visits to veterans at VA facilities, hospitals, and homes. The Department of Pennsylvania will hold a “Poppy Walk Across PA” on National Poppy Day, May 22, 2020, and are encouraging their units to plan a route and invite the public and media to participate. Each unit will choose their own route and length of walk. The walk across this large state is sure to attract interest in the Poppy and all it represents.

Consequently, poppies are flourishing across the nation with the help of Auxiliary members. They are engaging veterans, and senior and junior members in poppy making and distribution. The Department of Idaho’s President has launched a program to enlist incarcerated veterans as poppy makers from supplied kits. Since November 2019, they have made 3,000 poppies! What a way to think out of the box while gaining new poppy makers and increasing donations!

In Wisconsin, Jensine Meier, a member of Gilmanton Unit 264, donated 500 American Legion Auxiliary placemats to the Gilmanton Elementary School for the students to color. The completed placemats are used at the Legion Hall on the tables for community events and meals. The recently introduced Poppy Coloring Book is now available online for use by members and is a welcome addition to the other existing Poppy resources. Units and departments reported using the book at Junior meetings, school events and showcasing it at their Mid-Winter conferences.

Departments of Indiana and Arkansas held mini workshops to demonstrate how to make a poppy from start to finish. Other departments reported incorporating the Poppy in their Girls State programs by making wreaths and corsages.

While units and departments are holding contests for Little Miss Poppy representatives, 2019 National Miss Poppy, Zoey Filegar of Pennsylvania, is spreading the word about Poppy on her Facebook Page, “2019 National Miss Poppy”. Photos and videos are posted regularly as she visits veterans, distributes poppies and attends events in her community. Her winning smile and Poppy attire are certainly a great public relations opportunity for the American Legion Auxiliary’s Poppy Program.

Poppies have been prominently displayed at 100 Year Centennial celebrations. Poppy wreaths, centerpieces, cakes and even photo frames are incorporated in the festivities. The Department of Ohio created a Poppy photo frame that was used during a visit by National Commander Bill Oxford at Post 532 in Columbus and Poppy candles, made by Freedom Unit 183 in Pemberville, Ohio, were placed on tables for their 100 Anniversary celebration.

Besides the traditional crepe paper poppies, many units reported using other materials to make poppies as a way increase their donations. There were crocheted poppies like the one 9-yr. old Grace Otley made as a wall hanging and donated to HVAF of Indiana for their lobby. There were Poppy cookies, cupcakes, glass poppies, thumbprint poppies and many other unique Poppy items.
Ms. Moina Michael, the Poppy Lady, would be so happy that her dream of making the Red Poppy a symbol of remembrance has blossomed over the past 100 years with the support of the American Legion Auxiliary and that millions of dollars have been raised to help disabled veterans and their families.
American Legion Auxiliary

Public Relations NEC written report

Marty Peters, Chair

In reading the public relations reports from your departments, I can convey we are experiencing success in member, unit, and department participation in public relations. The ideas conveyed in the 2017-2022 PR Program Action Plan are being implemented at each level in most departments. Basic and traditional efforts continue to be successful but several members, units and departments are thinking outside the box with new and different ways to share our mission efforts. Billboards! Videos! National Television broadcasts! They are partnering with other organizations and businesses. And most of the time our members are branded and smiling! Facebook and other social media has become the norm rather than the exception.

There are a few specific efforts that the Public Relations committee asks that you take back to your departments.

1. Your PR committee is hoping to receive at least one submission for the ALA Brand Ambassador Award from each Department. Sadly, last year only five nominations out of a possible 52 were submitted. This honor recognizes one member in each department achieving excellence in promotion of the ALA with use of social media, branded public appearances, and other activities showcasing the ALA’s branding and visual identity.

2. A new award is offered in the 2019-2020 PR supplemental program action plan. Recognizing that to achieve the best possible results requires time consuming and intense efforts, this committee has urged units to designate a PR team of at least three members to divide the work and be more inclusive. One person to handle social media, one person to handle the writing of proclamations, letters to the editor, and media releases, and one person to attend and take photos of PR in action and work with the other two members. Please emphasize this effort and award to the units in your department.

3. Let’s get more subscribers to both the monthly e-Bulletins and the American Legion Auxiliary Public Relations Facebook page. This is where our members can become inspired and their passion can be fueled.

Public relations facts.

The essence of public relations is to inform and persuade the public using media such as newspapers, magazines, television, radio, and social media. The PR team needs to convince the media that the organization we represent has a good story to tell. We must earn the respect of the media. It takes time, effort and a passion for telling a story.

Public relations is all about perception. The American Legion Auxiliary needs to be recognized to connect with our members and potential member. We must stay focused on our mission and our vision as an organization, and have the same message everywhere.

The Next Web reports:
• the human brain processes visual input 60,000 times faster than text
• 90% of information transmitted to the brain is visual
• 70% of sensory receptors are in the eyes
• 50% of the brain is active in visual processing
• 40% of people respond better to visuals

So, a picture is truly worth more than a thousand words.

We need our members to get good, sharp, and clear photos of our missions’ public relations in action.

Influencers are a big part of social media. However, you don’t have to have a million followers, to be an influencer on social media. You can be an influencer even if you’re not on social media. You just need to be:

• Highly engaging
• Confident of your facts and your presentation
• Trustworthy

Let’s become the Influencers!

Let’s be an integral part of the growth in the American Legion Auxiliary with great public relations!
After reviewing the objectives in the action plan, what progress have you made so far? The public relations reports from the departments convey that the ideas in the 2017-2022 PR Program Action plan are being implemented at each level in most departments. Basic efforts continue to be both popular and effective. Several members, units and departments are thinking outside the box with new and unique ways to share our mission efforts. Billboards! Videos! National Television branded broadcasts! They are partnering with other organizations and businesses in their PR efforts and often both branded and smiling.

Is there anything exceptional to report? Verbal report will share the exciting and amazing efforts our units and departments have put forth. Public relations is all about perception. The essence of public relations is to inform and persuade the public using media such as newspapers, magazines, television, radio and social media. The PR team must convince the media that our organization has a good story to tell as we earn the respect of the media.

The Next Web reports the human brain processes visual input 60,000 times faster than text and 90% of information transmitted to the brain is visual. So a picture is truly worth more than a thousand words. Influencers are a big part of social media today. However, you don't have to have a million followers to be an influencer on social media. You just need to be highly engaging; be confident of your facts and your passionate presentation; and be trustworthy. Let's become the Influencers! Let's be an integral part of the growth of our organization and our mission effectiveness utilizing the tools available in public relations.

(Optional) What request do you have for the NEC members to take back to their department?

1. Your PR committee is hoping to receive at least one submission for the ALA Brand Ambassador Award from each Department. This honor recognizes one member in each department achieving excellence in promotion of the ALA with use of social media, branded public appearances, and other activities showcasing the ALA’s branding and visual identity.

2. A new award is offered in the 2019-2020 PR supplemental program action plan. Recognizing that to achieve the best possible results requires time consuming and intense efforts, this committee
has urged units to designate a PR team of at least three members to divide the work. Please emphasize this effort and award to the units in your department.

3. Let’s get more subscribers to both the monthly e-Bulletins and the American Legion Auxiliary Public Relations Facebook page. This is where our members can become inspired and their passion can be fueled.

From which departments did you NOT receive a report?

☐ Alabama  ☐ Alaska  ☐ Arizona  ☐ Arkansas  ☐ California  ☐ Colorado  
☐ Connecticut  ☐ Delaware  ☐ D.C.  ☐ Florida  ☐ Georgia  ☐ Hawaii  
☐ Idaho  ☐ Illinois  ☐ Indiana  ☐ Iowa  ☐ Kansas  ☒ Kentucky  
☐ Louisiana  ☐ Maine  ☒ Maryland  ☒ Massachusetts  ☐ Michigan  
☐ Minnesota  ☐ Mississippi  ☐ Missouri  ☒ Montana  ☐ Nebraska  ☐ Nevada  
☐ New Hampshire  ☒ New Jersey  ☐ New Mexico  ☐ New York  ☐ N Carolina  
☒ N Dakota  ☐ Ohio  ☒ Oklahoma  ☐ Oregon  ☐ Pennsylvania  
☐ Puerto Rico  ☐ Rhode Island  ☐ S Carolina  ☐ S Dakota  ☐ Tennessee  
☐ Texas  ☐ Utah  ☐ Vermont  ☐ Virginia  ☐ Washington  
☐ W Virginia  ☐ Wisconsin  ☐ Wyoming
After reviewing the objectives in the action plan, what progress have you made so far? Most every department reported volunteers working at Stand Downs and VA Facilities.

Is there anything exceptional to report? At the Orlando Mission Training we had a member interview about her involvement with the Red Coat Ambassador program.

(Optional) What request do you have for the NEC members to take back to their department? Please continue embracing National President Nicole's emphasis on the adaptive sports initiative and continue promoting the Red Coat Ambassador program.

From which departments did you NOT receive a report?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- D.C.
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- N Carolina
- N Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- S Carolina
- S Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- W Virginia
- Wisconsin
- Wyoming