

Auxiliary Emergency Fund

Program Action Plan – 2016-2017

Jeannine Eldridge, Chairman

The American Legion Auxiliary's Auxiliary Emergency Fund provides temporary financial assistance to members in need, increases brand loyalty and helps the ALA retain members.

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

1. The Auxiliary Emergency Fund provides temporary financial assistance to eligible members during times of financial crisis, weather-related emergencies and natural disasters. The program strives to promote awareness and encourages fundraising efforts so members in need have a place to call for help when needed.

What Can You Do?

- **Members**
 - Familiarize yourself with what AEF can and cannot do.
 - Know where to locate the current application.
 - Know the basics about how a member can apply for AEF funds.
 - Distribute the “*Before You Begin – Frequently Asked Questions*” to eligible members.
 - AEF Brochure may be found at www.ALForVeterans.org.
 - Promote AEF as a benefit to new members.
 - **Units**
 - Have printed AEF applications and brochures available during Unit meetings and at the Post Home.
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2. **Help the National Auxiliary Emergency Fund obtain donations by supporting Department, District and Unit fundraisers.**
 - **Members**
 - Support fundraisers sponsored by the Department, District and Unit.
 - Make a personal donation to the AEF. Donations of \$50 or more will receive a pin.
 - **Units**
 - Put an AEF donation can in your local post (visit www.ALForVeterans.org for a free, downloadable can label).
 - Solicit local businesses for monetary or in-kind donations for AEF.
 - Schedule an annual “Members Helping Members” night at the Post Home.
 - Great time for an AEF fundraiser.
 - Opportunity to share information about what makes a member eligible to receive help from the AEF.
 - Have membership applications available and sign up new members during event.
 - Legion members might sign up eligible relatives in order to provide this protection for them.
 - Prior to the event, be sure all unit members have read and are familiar with the AEF Frequently Asked Questions as well as the criteria for assistance.
 - Share fundraising ideas on all levels through newsletters, bulletins and stories and circulate at every meeting.

- Along with the brochures, inform members that any donation of \$50 or more will receive a pin. AEF Donation Pin Order Forms are available at www.ALAforVeterans.org by contacting National Headquarters at 317- 569-4500 or by emailing your request to aef@ALAforVeterans.org.
- Be sure to use the current form and follow directions to ensure that evaluation and processing are completed in a timely fashion. Incomplete applications can delay the application process.
- The current application and expedited application are available at www.ALAforVeterans.org.

Core Rules for the Auxiliary Emergency Fund:

- Temporary assistance to eligible members during:
 - A time of financial crisis when no other source of aid is readily available to pay for shelter, food and utilities.
 - Weather-related emergencies and natural disasters allows aid for food and shelter.
 - Educational training for eligible members who lack the necessary skills for employment or to upgrade competitive workforce skills.
- Assistance will not be granted to pay accumulated debts or medical expenses.
 - The intent is to help members who have suffered a financial setback and is meant to be a bridge offering a helping hand until financial stability is re-established.
- Incomplete applications and missing documentation will significantly slow processing the case file.
- Eligibility: Persons who have been members of the American Legion Auxiliary for at least the immediate past two consecutive years and whose current membership dues are paid at the time the emergency occurs (three consecutive years' dues) may apply for assistance.
- Assistance provided: The maximum grant amount is \$2,400, disbursed as the Auxiliary Emergency Fund Grant Committee determines.

Auxiliary Emergency Fund Reporting

Mid-Year Reports

- Mid-Year reports reflect the program work of Units and Districts in the Department.
- Each Unit AEF Chairman is required to submit a narrative report by December 1, 2016 to the District AEF Chairman.
- Each District AEF Chairman is required to submit a narrative report by December 15, 2016 to the Department AEF Chairman.

Annual Reports

- Annual reports reflect the program work of Units and Districts in the Department.
- Each Unit AEF Chairman is required to submit a narrative report by April 15, 2017 to the District AEF Chairman.
- Each District AEF Chairman is required to submit a narrative report by May 1, 2017 to the Department AEF Chairman.

National Awards

- **Citation Plaque Recognition** – Given to one unit contributing the largest donations (per capita) to the Auxiliary Emergency Fund as of June 1, 2017.
- **Citation and Lapel Pin Recognition** – Presented to any individual contributor donating \$50 or more. The citation form is available at www.ALAforVeterans.org. Citations may be printed by the Unit.

Department Chairman Personal Awards

- To the most creative Unit that submits the best narrative that describes how they raised funds for AEF - due May 1, 2017 to the Department Chairman.
- To the District Chairman that submits the best narrative describing how they promoted AEF in their District - due May 1, 2017 to the Department Chairman.
- To the District that collects the highest monetary donation in the water bottle challenge.
- To the Unit over 250 members that collects the highest monetary donation in the water bottle challenge.
- To the Unit under 250 members that collects the highest monetary donation in the water bottle challenge.
- To the Junior Unit collecting the highest monetary donation in the water bottle challenge.

How To Sheet

- How to Implement a Successful Water Bottle Coin Collection

Additional Resources You Can Use

- www.ALForVeterans.org - additional resources and descriptions
- www.legion.org
- www.operationhomefront.net - general financial assistance for military families
- www.211.org - referral program for local help with food, housing and employment
- www.fema.gov - disaster assistance
- www.redcross.org - disaster assistance
- www.fns.usda.gov/snap/ - Supplemental Nutrition Assistance Program
- www.liheap.ncat.org - Low Income Home Energy Assistance Program

How to Hold a Water Bottle Coin Collection Donations to the Auxiliary Emergency Fund

- Hand out a free 20 oz. bottle of water at a meeting to all members in attendance
- Ask members to return the bottle filled with coins to the next meeting.
- A 20 oz. water bottle filled with dimes adds up to almost \$100!

Unit:

- Offer a prize to the member donating the largest amount.

Suggested label for bottles:

Members Helping Members
Fill with Coins
For American Legion Auxiliary Emergency Fund
Unit # _ _ _

- Anyone wanting to download a bottle cover can find it at www.alaforveteras.org

The Auxiliary Emergency Fund can be a great program to assist other members who have had a financial crisis and needs to find assistance. As the Department Chairman, I am happy to answer your questions about the AEF. Please feel free to call me at 765-821-0319 or email me at lileroy1@yahoo.com. I know we will have a successful year - having pride in serving, members helping members. And don't forget I am challenging all units to donate just \$1.00 over what they gave last year. Good luck. Let's make President Peggy Proud!

Jeannine Eldridge, Department Chairman

811 W. 22nd Street

Connersville, IN 47331

E-mail: lileroy1@yahoo.com

Phone: 765-821-0319