

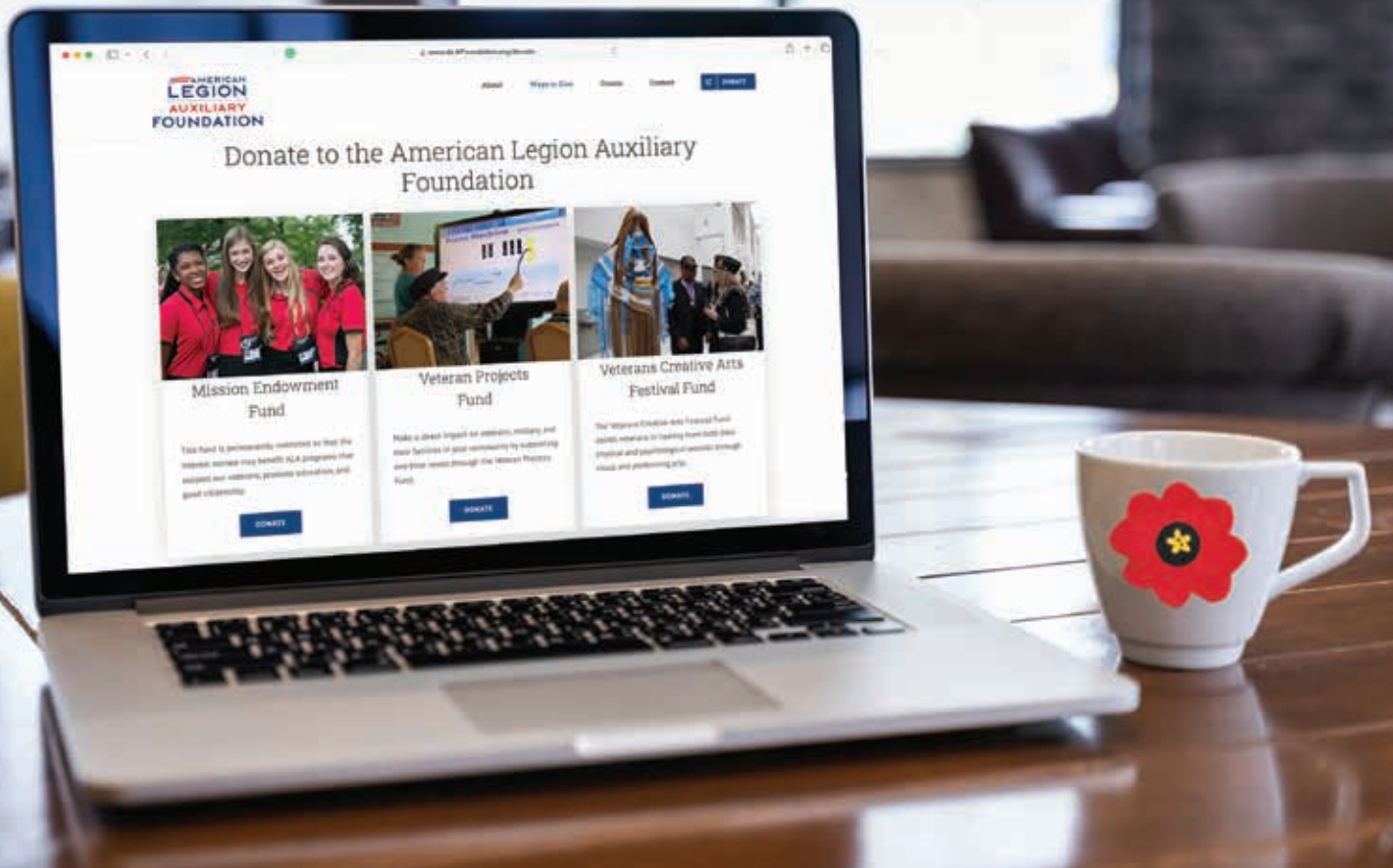


 AMERICAN  
**LEGION**  

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**AUXILIARY**





# 5 Ways to Donate to the ALA Foundation

**STEP 1:**

**Donate Online**

**STEP 2:**

**Give by Mail**

**STEP 3:**

**Donate Monthly**

**STEP 4:**

**Make a Planned Gift**

**STEP 5:**

**Sign up for Kroger Community Rewards\***

To learn more about ways to donate to the ALA Foundation, visit [www.ALAFoundation.org](http://www.ALAFoundation.org) and click on “Ways to Give.” To sign up for Kroger Community Rewards, visit [www.krogercommunityrewards.com](http://www.krogercommunityrewards.com), and use the ALAF code SX830.\*

\*Code valid only in IN, IL, OH, and MO. The American Legion Auxiliary Foundation is a 501(c)(3) public charity that supports the American Legion Auxiliary. All gifts to the Foundation are tax-deductible as allowed by the United States Tax Code and U.S. Internal Revenue Service. © American Legion Auxiliary National Headquarters. All rights reserved. 07/2024



# Contents

2023-2024: In Depth . . . . .	8	American Legion Auxiliary’s Declaration . . . . .	22
Report: National President . . . . .	14	Committee: Americanism . . . . .	23
Report: National Vice President . . . . .	14	Committee: Children & Youth . . . . .	23
Report: National Secretary . . . . .	15	Committee: Community Service . . . . .	24
Report: National Treasurer . . . . .	15	Committee: Education . . . . .	24
Report: National Chaplain . . . . .	16	Committee: ALA Girls Nation . . . . .	25
Report: National Historian . . . . .	16	Committee: Junior Activities . . . . .	25
Report: Executive Director . . . . .	17	Committee: Legislative . . . . .	26
Report: Risk & Compliance Committee . . . . .	17	Committee: National Security . . . . .	26
Report: Finance Committee . . . . .	18	Committee: Poppy . . . . .	27
Report: American Legion Auxiliary Foundation . . . . .	18	Committee: Veterans Affairs & Rehabilitation . . . . .	27
Report: Financial Statement . . . . .	19	Committee: Auxiliary Emergency Fund . . . . .	28
Report: Central Division . . . . .	20	Committee: Constitution & Bylaws . . . . .	29
Report: Eastern Division . . . . .	20	Committee: Leadership . . . . .	29
Report: Northwestern Division . . . . .	21	Committee: Membership . . . . .	30
Report: Southern Division . . . . .	21	Committee: Public Relations . . . . .	30
Report: Western Division . . . . .	22		

*Cover photo: Virna Luke*



## Preamble to the Constitution of the American Legion Auxiliary

For God and country, we associate ourselves together for the following purposes:

- To uphold and defend the Constitution of the United States of America;
  - to maintain law and order;
  - to foster and perpetuate a one hundred percent Americanism;
  - to preserve the memories and incidents of our associations in all wars;
- to inculcate a sense of individual obligation to the community, state, and nation;
  - to combat the autocracy of both the classes and the masses;
  - to make right the master of might;
  - to promote peace and goodwill on Earth;
- to safeguard and transmit to posterity, the principles of justice, freedom, and democracy;
  - to participate in and contribute to the accomplishment of the aims and purposes of The American Legion;
- to consecrate and sanctify our association by our devotion to mutual helpfulness.



**AMERICAN  
LEGION**  
**AUXILIARY**

Thank you all for an amazing American Legion Auxiliary administrative year!

The American Legion Family, and working to help lower the veteran and military suicide epidemic through the Be the One mission, were at the forefront. You came out in full force to show support. I appreciate you placing a priority on this topic during unit and department visits.

In Oklahoma, it was amazing to see Guitars for Vets, which provides music therapy for veterans. This program closely parallels Be the One when it comes to getting help for mental health. It was heartwarming to see how Patriot Point in Maryland serves our veterans and their families to provide a safe and peaceful place, aligning perfectly with our Legion Family and Be the One.

Many stories can be told about how talking about suicide — that it's OK to not be OK — can, and HAS, destigmatized getting mental health help. We, as a Legion Family, are changing lives and saving lives.

The fall, mid-winter, and spring conferences throughout our country provided me an opportunity to talk to the entire American Legion Family — Legion, Auxiliary, Sons, and Riders — and promote Be the One. It resonates with our members!

Placing our American Legion Family and suicide awareness in the forefront of our minds helped encourage new members to join the ALA and thousands more to renew their membership. Every member made a difference in helping our veterans, military, and their families in 2023-2024! Thank you for continuing to show what it means to be an organization of *Service Not Self*.



Lisa Williamson  
National President  
American Legion Auxiliary





## AMERICAN LEGION

I like to say that The American Legion *changes* lives, and The American Legion *saves* lives. I could just easily say the same about the American Legion Auxiliary. The women and men who make up the greatest veterans auxiliary in the nation support our service in spades. You have participated in our grassroots legislative efforts, our Buddy Check programs, and our mission to Be the One to prevent veteran suicide. Moreover, you serve our nation through your own scholarship funds, outstanding ALA Girls State and ALA Girls Nation programs, and support for patriotic events such as the Veterans Creative Arts Festival and Honor Flight. Simply put, The American Legion Family would be sadly incomplete without the American Legion Auxiliary.

As national commander, I visited hundreds of American Legion posts. While no two posts are exactly the same, I find that the most successful posts are those with strong American Legion Auxiliary units. In some instances, it is the American Legion Auxiliary that provided the energy behind the posts' greatest successes.

The American Legion Auxiliary doesn't just claim *Service Not Self* as a goal — you epitomize it. I am proud of what the American Legion Auxiliary contributes not just to The American Legion Family, but the Seehafer family as well. My wife and daughter are proud members!



Daniel J. Seehafer  
National Commander  
The American Legion



## SONS OF THE AMERICAN LEGION

It has been a privilege to work with such a great organization that cares about the same principles and values as the Sons of The American Legion. The Be the One mission has been so strong due to all of us working it together and sharing the message, "It's OK to not be OK." The American Legion Family continues to change lives and save lives because we all work together, reaching more families than ever.

For the Sons of The American Legion, we have had a year to celebrate with many milestones reached. We again reached an all-time high in membership, and many of those members are your family members. Thanks for your help in recruiting new members. We also hit our goal of over \$10 million for the Child Welfare Foundation — we know there was a lot of ALA money spent on many of those fundraisers too. Thank you again for helping us reach our goals.

What a wonderful year for the Legion Family. On behalf of all of our blue cap members, we want to thank the American Legion Auxiliary for all your support. Keep making a difference in the lives you touch.



Donald L. "JR" Hall Jr.  
National Commander  
Sons of The American Legion

# ALA 2023–2024



## REPORTED

Total Volunteer Hours x \$33.49*	Dollars Raised/Spent for Veterans, Military & Their Families	Dollars Raised/Spent for Youth, Scholarships, Communities
<b>\$242,715,426</b>	<b>\$14,280,608</b>	<b>\$12,021,393</b>

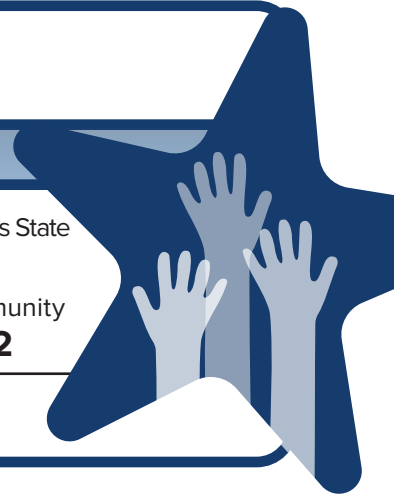
**Subtotal \$269,017,427**

## VOLUNTEER HOURS

### REPORTED

Hours Serving Veterans/Military	Hours Serving Family Support	Hours Serving Youth Development	Hours for ALA Girls State
<b>3,740,088</b>	<b>1,241,840</b>	<b>361,149</b>	<b>192,151</b>
			Hours for Community
			<b>1,712,172</b>

**Total Volunteer Hours 7,247,400**



## DOLLARS RAISED/SPENT ON VETERANS, MILITARY & THEIR FAMILIES

### REPORTED

Veterans/Active Duty/Reserve	In-kind Donations	\$ Raised from Poppies or Poppy Items Distributed	Total Amount Paid to Veterans Who Made Poppies	Military Families
<b>\$8,014,491</b>	<b>\$2,354,318</b>	<b>\$2,159,186</b>	<b>\$278,546</b>	<b>\$1,474,067</b>

**Total Dollars Raised/Spent \$14,280,608**



\*<https://independentsector.org/resource/value-of-volunteer-time/>

# TOTAL IMPACT NUMBERS

## ADDITIONAL ASSETS

ALA Budget Net Expenses, Including Gifts In Kind/ Contributed Services to ALAF	ALA Net Assets without Donor Restrictions	ALA Foundation Budget Net Expenses Less GIK	ALA Foundation Net Assets with and without Donor Restrictions
<b>\$10,904,021</b>	<b>\$33,606,346</b>	<b>\$258,852</b>	<b>\$2,819,580</b>

**Total Impact of Volunteer Service & Contributions \$316,606,226**

## SERVICE FOR VETERANS/MILITARY/FAMILIES

### REPORTED

Number of Veterans/ Active Duty/Reserve Military Served	Number of Military Families Served	Number of Youth Served
<b>648,756</b>	<b>143,626</b>	<b>463,844</b>



## DOLLARS RAISED/SPENT ON YOUTH, SCHOLARSHIPS, COMMUNITY

### REPORTED

\$ Spent on Goods for Youth Activities	\$ Direct Aid to Needy Children (Cash Aid)	YOUTH SUPPORT			Scholarships
		All other C&Y Expenses	Contributions to other Child Charities	ALA Girls State	Community
<b>\$1,241,951</b>	<b>\$480,498</b>	<b>\$769,353</b>	<b>\$1,698,857</b>	<b>\$2,227,732</b>	<b>\$1,509,093</b> <b>\$4,093,909</b>

**Total Youth, Scholarships, & Community \$12,021,393**

Every hour, every dollar ALA members invest in our mission of helping veterans, military, and their families adds up. It not only gives each member a sense of pride in belonging to the organization, but it allows us to demonstrate our effectiveness to the world. Each small sum of numbers gets added into the collective impact numbers.

Due to publishing deadlines, data represents actual numbers received by American Legion Auxiliary departments during the reporting year of April 30, 2023, to May 1, 2024. Not all American Legion Auxiliary departments submitted impact numbers by the deadline to be included in this annual report.

# Reducing veteran/military suicide, growing American Legion Family ties emphasized

## OUR 2023-2024 YEAR IN REVIEW

The 2023-2024 American Legion Auxiliary administrative year focused on a tough topic with Be the One. The mission made an incredible impact on veterans, military, and their families. Together with The American Legion Family, lives were saved.

### Be the One mission

In August 2023, all three national leaders made the same commitment — to make Be the One the focus for the 2023-2024 administrative year.

American Legion Auxiliary National President Lisa Williamson, American Legion National Commander Daniel J. Seehafer, and Sons of The American Legion National Commander Donald L. “JR” Hall Jr. all focused on the initiative to increase awareness about the veteran and military suicide epidemic —

Be the One to save one. It has been and will continue to be vital to know how to help a veteran in crisis.

The Legion Family worked to eliminate the stigma related to mental health treatment and lower the number

of veterans who die by suicide every day — which is estimated between 17 and 22. Each death by suicide affects an estimated 135 individuals — family, friends, co-workers, etc.

Members were encouraged to Be the One by asking veterans how they were doing, listen when they needed to talk, and reach out when they thought a veteran might be struggling. We all learned it’s OK to not be OK.

Together, we also learned research that shows the

window is short between the act and the actual decision to end one’s life: 70% of suicide deaths usually happen within one hour from the first thought to action. Learning to help reduce access to lethal methods is one of the few interventions shown to decrease suicide rates.

Throughout the year, it became

evident that focusing on military and veteran suicide is relevant and needs to be discussed. Simply talking about the subject resonated deeply with ALA members and the people we serve.



*The American Legion Family leaders 2023-2024 (from left): Sons of The American Legion National Commander Donald L. “JR” Hall Jr., ALA National President Lisa Williamson, and American Legion National Commander Daniel J. Seehafer.*

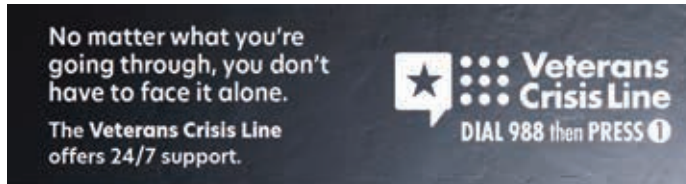


## ALA members participate in VA S.A.V.E. training

Alongside American Legion posts, ALA members participated in the U.S. Department of Veterans Affairs S.A.V.E. training, a free online or in-person course taught by a VA suicide prevention coordinator who gives participants the tools to help a veteran in crisis or a veteran having thoughts of suicide.

The S.A.V.E. acronym helped ALA members remember the steps for suicide prevention when helping a veteran — S: signs that indicate a veteran might be thinking about suicide; A: ask the most important question of all — “Are you thinking of killing yourself?”; V: validate the veteran’s experience; E: encourage treatment and expedite getting help.

Those hosting VA S.A.V.E. training classes were encouraged to invite the entire Legion Family and members of the community to attend. The more individuals trained in VA S.A.V.E., the more veterans in crisis who are helped.



## Family is stronger together

Many units and posts work well together, but this administrative year, there was even more of an emphasis placed on The American Legion Family.

From the local level to department (state), and national, we made a difference for our veterans, military, and their families by working side by side, collaborating, and sharing resources.

Units/posts hosted fundraisers, dinners, and more. Many opened their doors for American Legion Family Day in April to showcase to their local communities who we are,

what we do, and why we matter.

With the Be the One mission, holding joint training sessions and discussions on this very important issue was positive for the Family. It showed each other and our veteran and military communities that we are all here for the greater good and to help one another. The Family truly embraced this focus at all levels of the organization.



# Looking back on an ALA mission-filled year

In addition to the focus on Be the One and The American Legion Family, American Legion Auxiliary members accomplished quite a lot during this administrative year. We continued to find new and innovative ways to serve the mission and spread the word about the Auxiliary.

## Going down in history

ALA Department of Utah elected its first male ALA member as 2023-2024 department president. Mike Rasmuson was the first in the nation to hold the office of president at the state level.

Previously, in 2019, The American Legion voted to extend membership in the American Legion Auxiliary to male spouses of U.S. veterans and servicemembers. Legion delegates voted to replace the word “wife” with “spouse” in their constitution and bylaws, opening up membership in the ALA. Currently, more than 1,400 males hold membership in the Auxiliary.



## AEF award amount increased

The ALA increased its Auxiliary Emergency Fund assistance for members. The National Executive Committee approved the updated grant award of up to \$3,000 for ALA members who have been affected by a natural disaster or other crisis and need urgent financial assistance.

The Auxiliary Emergency Fund is a national grant initiative available to eligible ALA members who have endured a significant financial setback because of a natural disaster or other personal crisis.

Qualifications for AEF remain the same: the applicant must be an ALA member who has maintained annual ALA membership for three consecutive years (the current year applied and immediate past two years). Only one AEF grant (hardship or disaster) per grantee will be awarded in a 12-month period.





## ALA + Legion Riders

Dozens of ALA members answered National Headquarters' call to share their Legion Rider stories. We have proud members of both!

They often travel in groups, wearing black leather vests adorned with the emblems of The American Legion Family. American flags are attached to the backs of their motorcycles, proudly waving in the breeze as members make their way to their next destination to honor our nation's veterans or support local children.

They are the American Legion Riders.

Throughout the country, many of our own American Legion Auxiliary members are also Riders. Even our 2023-2024 National President Lisa Williamson is a Rider. Some of these members ride their own bikes, and others ride with a spouse or friend.

American Legion Rider chapters are well known for their charitable work, which has raised hundreds of thousands of dollars for local children's hospitals, schools, veterans homes, severely wounded servicemembers, and scholarships. Since 2006,

Riders nationwide have participated in The American Legion Legacy Run to annually raise money for the Legacy Scholarship Fund, established to provide scholarships to children of U.S. military personnel killed since Sept. 11, 2001.

## New history blog series showcases the past

The *American Legion Auxiliary History's Mysteries* blog launched in October 2023 by American Legion Auxiliary National Headquarters, with posts written by Archivist Cathi Taylor. As the Auxiliary has been around since 1919, there is a great deal to discover. It's a fascinating history filled with stories long ago forgotten or never passed along.

Each month, blog posts explore individual members who made a big impact inside and outside the Auxiliary, the projects our members have completed, new additions to our historical collection, behind-the-scenes anecdotes, and much more. If members already know a great deal about the Auxiliary at the national level, they will stumble upon some tidbit of information previously unknown or overlooked.

The blog series is strictly about our history — so no current events of the ALA. Members can join Taylor each month to read a blast from the past.

Visit [www.ALAforVeterans.org/history-blog](http://www.ALAforVeterans.org/history-blog).

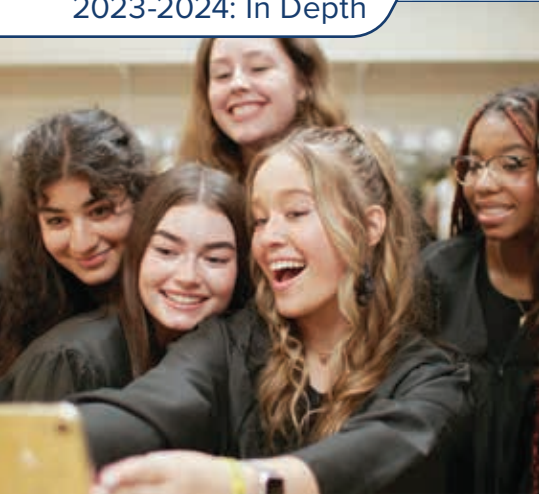
## Junior members' rock project spreads ALA message

During the national Junior meetings held this administrative year, Juniors participated in a rock painting project similar to the Kindness Rocks initiative — take one when you need one, share one with a friend who needs some inspiration, or leave one for another.

The idea is that one message at just the right moment can change your whole day and/or outlook on life. Participants place the kindness rocks around their communities for others to find. Out of the 200 rocks the Juniors painted this year, about half added an ALA, patriotic twist like veteran-related messaging and red, white, and blue color choices or red poppies.

It was a fun, easy project for Junior members of all ages to do and is a great way to spread the American Legion Auxiliary message and mission.





## ALA Girls State documentary premieres

A much anticipated documentary filmed during a session of ALA Missouri Girls State premiered at the Sundance Film Festival in April and is currently available on Apple TV+.

Following in the footsteps of the 2020 documentary *Boys State*, the documentary *Girls State* premiered at the Sundance Film Festival in January. *Boys State* directors Jesse Moss and Amanda McBaine also are behind *Girls State*. Moss and McBaine describe the film as a sibling, not a sequel.

## Benefits continue to help members

To show our appreciation for our members, the American Legion Auxiliary continued to partner with businesses that share our values to bring members exclusive discounts and savings.

A favorite among scores of members is R. Riveter, which makes handbags that are proudly assembled in the U.S. by a workforce of military spouses, embodying the spirit of opportunity and resilience. Using the ALA's exclusive link, 15% of each purchase is donated back to ALA programs. ALA members also get 20% off by using the code WELCOMEALA.

Other membership benefits that continued to help our members throughout this administrative year:

- » Disaster and hardship assistance grants up to \$3,000.
- » Discounts, rewards, and perks on thousands of brands, including Hertz, Sam's Club, Walt Disney World, Toyota, Skechers, and more from BenefitHub.
- » ScriptSave® WellRx Premier Prescriptions Savings Program.
- » Travel discounts with Wyndham Hotel Group.
- » Vision, dental, and life insurance discounts.

## ALA National HQ gets special license plate approved for Indiana

The American Legion Auxiliary National Headquarters was approved for a Special Group Recognition (SGR) license plate for the first time! The ALA-branded license plate became available to all Indiana residents Jan. 1. The exciting update also included a motorcycle license plate.

Is your ALA department interested in applying for the same benefit in your state? An SGR plate can promote an organization while using the revenue to improve services provided or special projects. An organization seeking initial participation in the SGR license plate program must submit a completed application, including the required documentation, to the BMV. To learn more about the process, see the ALA blog at [www.ALAforVeterans.org/blog](http://www.ALAforVeterans.org/blog).



In the documentary, participants featured held views across different areas of the political spectrum, allowing voices from multiple sides to be heard.

The film was shot in 2022, which was also the first year that ALA Missouri Girls State and The American Legion Missouri Boys State were hosted on the same campus at the same time, but as separate programs — and naturally led to comparisons between programs in the documentary.

Hot-button issues of the day are often top-of-mind during sessions of ALA Girls State and ALA Girls Nation. During the 2022 ALA Missouri Girls State, a big political topic was making headlines as participants arrived on campus: News of the SCOTUS decision overturning *Roe v. Wade* was being reported, giving audiences a real look at viewpoints on the issue from today's youth and future leaders.

## Generous gesture benefits our Foundation

The American Legion Department of New York donated \$100,000 to the American Legion Auxiliary Foundation, dedicated to enhancing veterans' therapy programs.

The substantial donation to the ALA Foundation came at a critical time when the need for mental health services

for veterans is more pressing than ever. The funds are earmarked specifically for veterans' therapy programs, ensuring that individuals struggling with the invisible wounds of war receive the care and support they deserve.

The ALA Foundation allocated the funds to the

**The donation to the ALA Foundation came when the need for mental health services for veterans is more pressing than ever.**

Veterans Creative Arts Festival fund, which impacts creative arts therapy programs.

The \$100,000 donation will enable the integration of innovative therapeutic approaches that have shown promise in addressing the unique challenges faced by

veterans. The donation dedicated to veterans' therapy programs represents more than a monetary contribution — it symbolizes a profound commitment the Legion Family has to the well-being of those who have selflessly served our nation.

## ALA Academy continues to launch webinars for members

Through ALA Academy, members learned to help grow the Auxiliary's mission, and the organization as a team. During the 2023-2024 ALA administrative year, several webinars provided information to members across a variety of topics, ranging from compliance to the ALA Junior Patch Program to Be the One.

Some webinars were live as a "Lunch & Learn" in 45-minute to one-hour segments, designed to offer a detailed breakdown on ALA programs and topics in short bursts — perfect for a lunch break.

What topics would you like to see presented in ALA Academy? Send your ideas to [ALAAcademy@ALAforVeterans.org](mailto:ALAAcademy@ALAforVeterans.org).

## Reflecting on our 2023-2024 year

Together, as Auxiliary members and as an American Legion Family, we made great strides during the administrative year in spreading awareness of the veteran and military suicide epidemic, continued to work together as a Family, and made progress in many areas that will continue to serve our mission.

Every ALA member makes a difference in this organization, and, collectively, we made a difference in 2023-2024 in enhancing the lives of our veterans, military, and their families.

Some of these stories were previously published in ALA media for readers who want to learn more! Visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org).



## Report: National President

Lisa Williamson, National President

What an incredibly moving year for our organization! It was humbling to serve as your national president. I appreciate all the hard work you did to move our mission forward.

The American Legion Family is extremely important to me. I'm grateful I had the opportunity to mingle with Family members during 44 department visits.

I thoroughly enjoyed working alongside Family members at Post 28 in Delaware for a Martin Luther King Jr. Day of Service food drive. While in Rhode Island, Legion Family members honored me by asking me to lay a wreath at the Rhode Island Veterans Memorial Cemetery.

The long history of the Legion Family in Puerto Rico was on display at both The American Legion and at the ALA's department headquarters. In California, the Legion Family took me to Sacramento

**“Thank you for a memorable year of Family first, and for embracing and fully supporting the Be the One mission.”**

where we toured a Vietnam memorial located next to the capitol building. Legion Family members in Texas really understood me and my preference to roll up my sleeves by helping to provide food to homeless veterans at the Veterans Resource Center.

Along with Family, focusing on the military and veteran suicide epidemic through the Be the One mission was clearly needed each time I spoke. In New Hampshire, members came up to me about how people in their lives struggled with mental health and how they felt this focus changes lives and saves lives. In South Carolina, I spoke on this subject, and at one point it was so quiet that I knew the audience was really listening and that the topic resonated.

Thank you to all American Legion Auxiliary members for a memorable year of Family first, and for embracing and fully supporting the Be the One mission.

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## Report: National Vice President

Trish Ward, National Vice President

A year of activism, accomplishment, and planning highlighted the 2023-2024 administrative year as we carved a path of engagement on behalf of those we serve. Activism for the Be the One mission to support veterans who are emotionally struggling enabled every member to rally around this important call to service to educate, inform, and engage.

The role of American Legion Auxiliary national vice president takes many forms, but first and foremost it is to support the initiatives of the organization and objectives of the national president. By the numbers, it was a 150-10-1 experience with lots of moving parts and lots of exciting opportunities. Over 150 conference calls were attended to support our chairs, committees, and planning activities.

Assuring a network of collaboration and communication is always present is a critical goal. Together, National President Lisa Williamson and I worked to stay connected and aligned for the stability of the American Legion Auxiliary's priorities and mission.

I attended more than 10 off-site meetings, ranging from future planning sessions to American Legion nationally sponsored events promoting the opportunity to stay aligned with our American Legion Family and affirm smooth operational excellence on all levels and between our respective organizations.

The year culminated with an opportunity of a lifetime as I joined National Vice Commander William Roy to place a wreath at Arlington National Cemetery on Memorial Day.

As we solemnly walked in unison toward the Tomb of the Unknown Soldier, I was humbled and grateful for the opportunity to live in a country that values its freedoms and forever recognizes the sacrifice of its servicemembers and their families.

Our American Legion Auxiliary mission reminds us all that supporting patriotism is always in style, and assuring those we serve have a voice and are heard is our forever priority.





## Report: National Secretary

Kathy Daudistel, National Secretary

It has been an honor and a pleasure serving as your national secretary this past year. I had the incredibly good fortune to interact with some of the hardest working department members — the department secretaries. This year, monthly Zoom meetings for all department secretaries were instituted. These optional meetings gave our secretaries a safe space to share best practices, learn from one another, and of course, celebrate our exciting successes.

The secretaries shared about ALA Girls State programs, emblem approvals, poppy making issues, and other ALA related topics.

I was impressed with how quickly this group jumped in to help each other and the newer secretaries work through any topic of discussion. I have learned a lot from this amazing group and will miss the monthly interactions.

As a reminder, the national secretary is a volunteer position appointed by the national president each year. Since this role could change people each year, I looked for opportunities to further refine the national secretary role.

One item that surfaced was the emblem approval process as related to the national secretary. Currently, the policy for emblem usage approval is to send the request to

emblem@ALAforVeterans.org. This email is monitored by National Headquarters staff, and all work related to approving the usage is completed by National Headquarters staff. The national secretary does not see the requests or the approval. Questions related to the process have been forwarded to the Constitution & Bylaws chair for review.

As a member of the American Legion Auxiliary, I am humbled by the wonderfulness in our organization. Everyone experiences difficulties and challenges, but by working together, we can and will overcome them. Stay focused on the mission and rise above the small stuff! We can do it!

## Report: National Treasurer

Marybeth Revoir, National Treasurer

Each year, our American Legion Auxiliary Annual Report includes our ALA financial statement. This information is a summary of our last official audited financial statement with activity as of Sept. 20, 2023, which is prepared by our engaged audit firm. The American Legion Auxiliary, as a charitable nonprofit, embraces the values of accountability and transparency as a matter of ethical leadership, as well as legal compliance. It is important that we share our ongoing financial strength with our members each year.

Our National Convention is held in the fourth quarter of our financial year, so the information in the report is from nine months ago. It does not give any current financial information to highlight the ongoing

operations of this administration under the leadership of National President Lisa and her team. So, with that in mind, I would like to share some unaudited and approximate financial information covering Oct. 1, 2023, through mid-third quarter of our financial year.

American Legion Auxiliary	
<b>Current Assets</b>	
Cash on hand	\$1,450,000
Investments	\$49,200,000
Other Assets	\$8,855,000
Liabilities	(\$8,400,000)
Net Assets	\$49,800,000
<b>Support &amp; Revenue</b>	
Membership	\$9,100,000
Fundraising	\$755,184

Auxiliary Emergency Fund	\$97,000
Spirit of Youth	\$48,000
<b>Expense</b>	
Membership & Support	\$1,300,000
Magazine Publications	\$1,700,000
Management	\$2,900,000
ALA Foundation	\$120,000
<b>American Legion Auxiliary Foundation</b>	
<b>Current Assets</b>	
Cash on hand	\$875,000
Investments	\$2,500,000
Net Assets	\$3,375,000
Revenue	\$440,996
Expense	\$120,000

For more information on audited fiscal year 2023 finances, see the detailed financial statement on page 19.

## Report: National Chaplain

Brister Thomas, National Chaplain

This has been a year of remarkable fellowship, blessings, and growth. Chaplains are the heartbeat in the soul of the ALA, quietly nurturing and guiding with steadfast compassion.

**Fellowship:** Chaplains gathered online quarterly, submitting reports and setting goals. The meetings offered opportunities to exchange ideas, build connections, clarify our roles, and strengthen personal foundations, which empowered us to turn our focus outward with patience, devotion, and inclusivity.

**Blessings:** Reports flooded in as chaplains continued to serve fundamental roles such as being compassionate listeners, praying at meetings and funerals, writing for newsletters and social media,

organizing thousands of greeting cards, attending numerous community engagements like Wreaths Across America, speaking at state and city governments, visiting units, and supporting Legion meetings. As Vermont’s Heather Morris summed it up, “Chaplains consistently serve

*“You are at the heart of our mission as we move forward together.”*

by offering prayers when asked to attend events.”

**Growth:** One of the most positively received initiatives was the introduction of the Advent and Channakuh Daily Devotionals, featuring reflections and prayers from chaplains from every state. This initiative served as a tool for meet-

ings and newsletters and deepened our personal connections. Lucinda Sutherland from Idaho mentioned how it opened her heart to learn more about other faiths during the holiday season, which led her to research how to serve a broader faith community.

In response to requests for chaplain role assistance, be on the lookout for revised chaplain resources.

Please remember your chaplains are here for you — reach out with any needs or questions. *You* are at the heart of our mission as we move forward together.

Mahalo nui loa, (with steadfast appreciation from my heart to yours) for an incredibly touching and meaningful year of growing, learning, and loving while serving as your national chaplain.

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## Report: National Historian

Donna Thurman, National Historian

“A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.” — *Mahatma Gandhi*

That quote by Gandhi exemplifies the American Legion Auxiliary from its beginning in 1919 to today. The organization has grown from a small group of tenacious women to our current membership of nearly 550,000 women and men who continue to share the desire to serve the United States military, veterans, their families, and their local communities. We can and have made great strides in fulfilling our

purpose throughout the years as is evidenced by our written histories.

The national focus of the entire American Legion Family was one of epic proportions — to bring awareness to the veteran/military suicide epidemic and to Be the One to reach out to those in distress. The ALA supported the effort by daring to speak about what had once been taboo. Banners proclaiming Be the One were displayed at American Legion posts across the nation. Shirts with the logo were proudly worn. The Be the One initiative spearheaded by the national leaders of The American Legion Family most importantly brought awareness of the epidemic

to the public. What a worthwhile and historic endeavor to bring into the limelight.

The 2023-2024 department historians made an exceptional group, ranging from novices to the well-seasoned, repeat historians. They shared thoughts, ideas, and even complaints about the complexity of recording their histories. They asked insightful questions and gave one another guidance and inspiration. Their enthusiasm for the task at hand was amazing.

In closing, as every ALA member knows, “The best way to find yourself is to lose yourself in the service of others” (Gandhi). Thanks for a wonderful year!



## Report: Executive Director

Sara T. Riegel, Executive Director

The ALA National Headquarters staff begin each year coming together with our new administrative leadership of the national organization to expand the reach in the mission of the American Legion Auxiliary.

“Unity is strength. When there is teamwork and collaboration, wonderful things can be achieved.” — *Mattie Stepanek*

We started off the administrative year with expanding the ALA’s alliances and partnerships with Gold Star Mothers and Wreaths Across America as their missions are a branch of the ALA mission. These relationships are opportuni-

ties that open more doors and create a mightier force of service.

The American Legion Auxiliary was honored with an invitation to the Sundance Film Festival this

“Unity is strength. When there is teamwork and collaboration, wonderful things can be achieved.”  
— *Mattie Stepanek*

year to see the documentary *Girls State* from Apple TV+. It was an amazing event and opportunity to see one of our programs in action and on the big screen. Between the vision of the producers, the production company, and the ALA

Department of Missouri Girls State program, the moment of fame was priceless to see.

Our staff continue to collaborate with new ideas and efficacies, bringing a vision to fruition this year with the first American Legion Auxiliary history blog made available on the website for all to enjoy. The Membership Division was able to launch a new charter application and process for more efficiency in the services ALANHQ provides.

And we are grateful for our relationship with The American Legion, especially working together to become one in strength for the Be the One mission.

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## Report: Risk & Compliance Committee

Carol Westergren, National Chair

As we work our programs, we also must remember to take care of the business part of the American Legion Auxiliary. It is important that we keep our financial records in good shape and remain transparent to our members. It is also important to make sure our Constitution & Bylaws are kept updated with the national organization and the laws of your state. This is very important — if members feel like the national organization or the department are not keeping good records on what is happening each year, they will not have faith in us, and therefore will not want to work the mission.

Membership is so important to our organization, not only for us to survive, but to have members who can take care of our mission. Your Risk & Compliance Committee had many conversations about uncharacteristic behavior in our organization and how to handle it. First, bullying does not belong in the American Legion Auxiliary. Second, carrying a personal vendetta into a meeting promotes only a counterproductive event. By acknowledging we are all individuals and listening to each other and working together, we can do so much more for our mission.

This year, the Risk & Compli-

ance Committee worked hard and is proud to say that our audit was good, and our financial records are in sound shape. Our 990 tax returns were approved and filed in a timely manner. We were excited this year to host our first ALA Academy Lunch & Learn on *Compliance Matters*, which was well attended. We hope to be able to hold more for you in the coming years.

I want to say thank you to National Headquarters for all their hard work on getting the items ready for the audit, keeping our financial records in order, and always being willing to answer our questions.

## Report: Finance Committee

Nicole Clapp, National Chair

The American Legion Auxiliary national Finance Committee continues to address today’s fiscal needs while balancing future fiduciary requirements. Five appointed members comprise the committee, each serving a five-year term. The membership for fiscal year 2023-2024 was Past National Presidents. Two members represent the committee as liaisons to the Risk & Compliance Committee and the American Legion Auxiliary Foundation Board of Directors.

The primary role of the Finance Committee is to work in conjunction with ALA National Headquarters to develop the annual budget, which is then recommended to the National Executive Committee for adoption. Throughout the year, the committee meets to make any adjustments

that may be necessary to reflect new or changing goals. Additionally, the Finance Committee oversees the organization’s financial policies and investment funding streams.

The Finance Committee serves as a secondary review, while the Risk & Compliance Committee does the

**“The financial health of the organization is the responsibility of all members.”**

primary review of the annual ALA and ALA Foundation audits. These collective actions help ensure the ALA is meeting nonprofit benchmarks and governmental mandates.

The financial health of the organization is the responsibility of all members. The Finance Committee diligently pores over the monthly

financials. At the time of this report, the income generated from the recent dues increase — along with cost containment efforts — the interest and dividend proceeds are expected to exceed the organizational expenses for the first time in five years, which has allowed for continued hosting of ALA Mission Trainings/national Junior meetings, national officer travel, and increased funding for scholarships. These initiatives are important to the education and support of our unit members and the communities we serve.

Your American Legion Auxiliary national Finance Committee’s No. 1 priority is to fund our mission at the highest level possible through enhancing the programs that have kept us vibrant, vital, and relevant for more than 100 years.

## Report: American Legion Auxiliary Foundation

Cathe F. MacInnes, ALA Foundation Board of Directors President

During the 2023-2024 administrative year, the American Legion Auxiliary Foundation supported ALA programs and ALA entities across the country. The ALA Foundation awarded \$30,000 to ALA Girls Nation and \$65,000 to the National Veterans Creative Arts Festival.

Veteran Projects Fund grants totaling \$16,752 enabled Arizona Unit 22 to help with expenses for roof replacement at the Jerry Ambrose Veterans Council transitional housing facility for homeless and at-risk veterans, and New York Unit 120 — in partnership with two

neighboring units — to provide an e-piano for the Canandaigua VAMC Community Living Center complex.

Six local Veterans Creative Arts Festival grants were awarded to units to support VCAFs at VA medical centers in Aurora, Colo.; Canandaigua,

**“The ALA Foundation is thankful to those who have enhanced our efforts.”**

N.Y.; Indianapolis; Nashville, Tenn.; Orlando, Fla.; and Syracuse, N.Y.

Since June 2023, 22 ALA entities took advantage of the Foundation’s sub grant opportunity, providing \$69,321 for programs benefiting veterans, \$2,400 for membership activities, and \$37,113 for youth

programs, including ALA Girls State and scholarships.

Dedicated ALA Foundation donors gave \$87,211 to the Mission Endowment Fund, \$29,774 to the Veteran Projects Fund, and \$183,930 to the VCAF Fund. For the first time, the ALA Foundation received a significant donation of \$100,000 from

The American Legion Department of New York for VCAF.

The ALA Foundation is proud to support the ALA and ALA entities nationwide. We are thankful to those who have enhanced our efforts by donating to the ALA Foundation and applying for ALA Foundation grants.



# Report: Financial Statement

## AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS FY23

<b>CURRENT ASSETS:</b>	
Cash and cash equivalents	\$1,655,228
Investments	\$42,267,168
Investments, PUFL	\$4,332,536
Prepaid expenses	\$100,111
Property & Equipment, net	\$2,383,249
Other assets	\$116,862
<b>Total assets</b>	<b>\$50,855,154</b>
<b>CURRENT LIABILITIES:</b>	
Accounts payable	\$1,050,721
Accrued expenses	\$323,180
Accrued scholarships	\$132,750
Deferred revenue, dues	\$3,392,234
Deferred revenue, PUFL	\$4,664,417
Deferred revenue other	\$14,450
Liability for pension benefits	\$536,917
<b>Total liabilities</b>	<b>\$10,114,669</b>
<b>NET ASSETS:</b>	
Without donor restrictions	\$39,116,509
With donor restrictions	\$1,623,976
Accumulated other compressive loss	\$40,740,485
<b>Total liabilities and net assets</b>	<b>\$50,855,154</b>
<b>SUPPORT &amp; REVENUE:</b>	
Contributions	\$1,572,021
Membership dues	\$6,343,185
Advertising	\$77,096
Other	\$622,014
<b>Total support and revenue</b>	<b>\$8,614,316</b>
Investment Income, Net of Expenses	\$4,520,471
<b>EXPENSES:</b>	
<b>Program Services:</b>	
Member and department support services	\$4,711,561
Youth and education services	\$969,073
Veteran and military families programs	\$893,970
<b>Supporting Services:</b>	
Management & general	\$1,478,878
Fundraising	\$976,283
<b>Total expenses</b>	<b>\$9,029,765</b>
Pension Plan	(\$522,010)
Excess of Support & Revenue over Expenses	\$3,583,012

## AMERICAN LEGION AUXILIARY FOUNDATION INC. FY23

<b>CURRENT ASSETS:</b>	
Cash	\$660,570
Investments	\$2,284,694
<b>Total assets</b>	<b>\$2,945,264</b>
<b>CURRENT LIABILITIES:</b>	
Accounts payable	\$125,684
<b>Total liabilities</b>	<b>\$125,684</b>
<b>NET ASSETS:</b>	
Without donor restrictions	\$13,401
With donor restrictions	\$2,806,179
<b>Total net assets</b>	<b>\$2,819,580</b>
<b>Total liabilities and net assets</b>	<b>\$2,945,264</b>
<b>SUPPORT &amp; REVENUE:</b>	
Contributions	\$746,071
Other	\$10,000
<b>Total support and revenue</b>	<b>\$756,071</b>
Investment Income, Net of Expenses	\$208,008
<b>EXPENSES:</b>	
<b>Program Services:</b>	
Member and department support services	\$25,722
Youth and education services	\$63,084
Veteran and military families programs	\$174,625
<b>Supporting Services:</b>	
Management & general	\$65,929
Fundraising	\$342,791
<b>Total expenses</b>	<b>\$672,151</b>
Excess of Support & Revenue over Expenses	\$291,928

The financial statement of The American Legion Auxiliary and American Legion Foundation, Inc. as of Sept. 30, 2023, and for the year then ended have been audited by Blue & Co. in accordance with auditing standards accepted in the United States of America ("U.S. GAAS"). Blue & Co.'s independent Auditor's Report, dated March 15, 2024, expressed an unmodified opinion on the fair presentation of those financial statements in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"). The condensed financial information presented herein is derived from the audited financial statements. The complete FY2023 audit report is available in the American Legion Auxiliary Proceedings of the 2024 Mid-Year NEC Meeting. The American Legion Auxiliary Foundation Inc. FY2023 audited financial information reflects contributions of \$264,213 received from the American Legion Auxiliary National Headquarters to fund certain organizational and other costs incurred by the ALA Foundation.

## Report: Central Division

Carol T. Robinson, Central Division National Vice President

Illinois' theme: Serving Veterans, the Real Superheroes. President's project: Partnering with VA&R programs to provide assistance and crucial support to veterans in medical facilities.

Indiana's theme: Lights, Camera, Action: Starring Veterans. President's projects: Helping Veterans and Families (HVAF) support at-risk veterans. The USO of Indiana supports the military and families, and Indiana Veterans Home enhances the quality of life for residents.

Iowa's theme: Hats Off to Our Veterans. President's projects: Castaways and Miracles in Motion, which focuses on Vietnam veterans in the memory program and supports the new One Initiative.

Kansas' theme: Teamwork Makes the Dream Work. President's project: Gaming has been proven to positively affect emotion, social interaction, and physical well-being; Kansas raised funds for five interactive gaming machines for veteran homes.

Michigan's theme: Be a Champion and Support our Veterans with PTSD. President's project: PTSD Foundation of America — Camp Hope, a program that supports veterans with PTSD where they can stay for free to help them work through PTSD and stay for six to nine months.

Missouri's theme: Let Freedom Ring — Because of Those Who Serve. President's project: Veterans Community Project, a 501(c)(3) non-profit organization serving homeless and at-risk veterans with tiny homes, wrap-around support services, and

emergency assistance.

Ohio's theme: Our Heroes Inspiring Others. President's project: H.O.O.V.E.S. (Healing of our Veterans Equine Service) to help servicemembers who have lost hope to heal, regain control, and return to the lives they fought to protect.

West Virginia's theme: With Love and Gratitude, We Support Our Military & Honor Our Veterans. President's project: ALA Rhododendron Girls State.

Wisconsin's theme: Enhancing the Lives of Our Veterans, Military, and Their Families, One Day at A Time. President's project: Dogs-2DogTags — save at-risk dogs, train, and place them with servicemembers diagnosed with PTSD, anxiety, and thoughts of suicide at no cost to the veteran.

## Report: Eastern Division

Debra Tiernan, Eastern Division National Vice President

The Eastern Division did an outstanding job this year in working our mission. They truly put their hearts into *Service Not Self*. Here are the department presidents' projects:

Maryland President Joanne Weis' team partnered with Mission Beelieve which teaches veterans and first responders to become beekeepers.

New Jersey President Sharon Knight and her team joined with The American Legion Family for fundraising, and \$137,000 was raised to help rebuild Warriors and Veteran's Haven.

Vermont President Debi Graziano's team raised funds for Josh's House, a wellness and recreation center with traditional, complementary, and alternative healing modalities.

Delaware President Donna DiFrancis and members had Canines Assisting Service Heroes (C.A.S.H.) as her special project.

Massachusetts President Monique Connor and Team Massachusetts chose to raise funds for the Veterans Creative Arts Festival.

Connecticut President Jennifer McLeod and her team promoted Operation Comfort Warriors, which provides non-essential items that help wounded warriors recover.

Pennsylvania President Ruth Zellers' team got behind Wounded Warriors of Pennsylvania and Camp Freedom, a 3,000-acre retreat for veterans and their families to enjoy.

New Hampshire President Melissa Greenwood and members teamed up to raise funds for "Ruck UP," a volunteer outfit that saves

lives and brings hope to those affected by suicide.

Rhode Island President Gloria Zeoli and her team focused on providing food and clothing for a homeless clinic at the VA.

District of Columbia President Colleen Walsh and her department supported holiday programs at the DC VAMC.

New York President Karen St. Hilaire's team supported Hope for the Warriors: "Restoring a foundation of stability/strength/community."

Maine President Lorena "Pat" Grant and her members celebrated female veterans by raising funds for Sisters in Arms, a female veterans shelter.

The Eastern Division fully embraced Be the One with all their selfless acts. Well done!



## Report: Northwestern Division

Karen Susag, Northwestern Division National Vice President

The Northwestern Division was busy sharing information about The American Legion Family’s Be the One mission.

The Nebraska president wore her Be the One T-shirt for all her visits and gave out mugs with that same logo.

Colorado was the host site for the 2024 National Veterans Creative Arts Festival with the help of many Auxiliary volunteer workers raising \$50,000. In the words of department president Jenelle, “It was a roaring success.”

The South Dakota American Legion Family was honored to be selected to decorate the Christmas tree at the state capital in Pierre. They used the Be the One theme and used teal/purple

ribbon along with teal and purple balls and Be the One ornaments and dog tags. A Junior member hosted a Be the One activity in her school.

Members were involved with

**“Colorado was the host site for the 2024 National Veterans Creative Arts Festival.”**

helping veterans and active service-members by sending them care packages and cards, and collecting food, clothing, and personal items for military families. Military children received baskets filled with coloring books, colors, markers, and more.

Members donated supplies for a stand down and participated in Veterans in Community Schools.

The Wyoming Auxiliary purchased Be the One T-shirts and sold

them at events. They made a video, which can be found on YouTube, to raise awareness of veteran suicide.

Minnesota’s president emphasized the Legion Family’s Be the One mission as she traveled to districts and units, encouraging them to join with posts offering training. Information was in the Legionnaire newspaper and department’s monthly mailings.

Montana focused on being aware of the signs of suicide not only in veterans, but in young and more mature people.

Veterans, veteran families, and active military were the focus in North Dakota. Two hundred and seventy-nine Veterans in Community Schools presentations were facilitated. Veterans made poppies and 3,848 military families were served.

## Report: Southern Division

Christine Trahan, Southern Division National Vice President

The ALA’s Southern Division is the largest of the five with 14 departments.

Alabama sponsored an Annual POW/MIA Ceremony with The American Legion at the state capital.

Arkansas’ service project was a traditional VA Gift Shop for 80 years at Central Arkansas Veterans Health Care Center.

Florida’s president chose Bells in Service as the department theme. Florida was the first to reach 100% membership in all divisions. Florida held its annual Children & Youth fundraisers for military children. All of The American Legion Family in Florida participated.

Department of Georgia honored a department commander Quilts of

Valor recipient.

Kentucky members held fundraisers to support our veterans, give scholarships, and Children & Youth programs. Kentucky held its annual helping hands basket school supplies drive for ALA Children & Youth.

Mississippi had the honor of

**“Florida was the first to reach 100% membership in all divisions.”**

National President Lisa Williamson riding in a parade at the Armed Forces Retirement Home and presented a Youth Hero Award.

South Carolina’s president project was to work with PAALS (Palmetto Animal Assisted Life Services) in Columbia. PAALS is a nationally and internationally certified train-

ing facility that trains dogs to help people with PTSD and mobility issues. South Carolina raised over \$14,000 so they could help almost three veterans or frontline workers with their application fees.

Texas has a highly active presence at its VAMCs and clinics to assure veterans know how much the ALA appreciates their service and sacrifices. Each year, the state hosts an ALA Gift Shop where units, other organizations, and businesses donate items for hospitalized veterans and can shop for their families and ship gifts at no cost. The Dallas VA had a kiddie cart at one of its facilities stocked with snacks, coloring books, and toys to occupy veterans’ children while they were waiting at the hospital.

# Report: Western Division

Jan Cushing, Western Division National Vice President

Alaska American Legion Family members attended a welcome-home celebration for Honor Flight veterans from their trip to Washington, D.C. Twenty of them received quilts from the Quilts of Valor members. It was such a humbling experience — and a first for some. Members supported the ALA Girls State, Poppy, and National Security programs either by donation or volunteering.

Arizona members volunteered at the VA Christmas Gift Shop, and Veterans Creative Arts Festivals (three in the state). Holiday and monthly birthday parties were held at the three Arizona Veterans State Homes. Department President Rose’s special project this year was ALA Arizona Girls State, which raised

funds totaling \$46,312.57.

California districts volunteered 12,354 hours to the Military and Veteran Caregiver Network. \$25,000 was donated for food, clothing, and toiletries, and 20,000 miles were driven to provide food, taking veterans to doctors’ appointments, grocery shopping, errands, and housekeeping chores. A baby shower was held for military families — new mothers received diapers, baby wipes, clothes, car seats, high chairs, swings, and playpens. They supported Family Readiness Groups by donating \$13,183.

Hawaii members donated and supported the ALA Hawai’i Girls State program.

Idaho and Utah members volunteered or donated to a veterans home or VA hospital. Idaho Unit

143 brought in 63 new members this year.

Nevada Legion Family members hosted a Military Family Appreciation Day BBQ. Unit 14 Juniors hosted a Little Miss Poppy Tea Party.

New Mexico members volunteered or donated to the New Mexico State Veterans Home, VA medical center, Fort Bayard, and ABQ Fisher House. Units held parties for the children.

Oregon members volunteered at VA hospitals, veterans’ homes, and children’s parties during the year.

Washington members volunteered at stand down events, VA Gift Shops, read to veterans, and sent letters to the Department of Corrections facility requesting that incarcerated veterans be permitted to make poppies for the department.

# American Legion Auxiliary’s Declaration

The American Legion Auxiliary’s declaration — the story of who we are, what we do, and why we matter

We are the American Legion Auxiliary.

We are called to serve.

We respect our country and the service of those who defend our freedoms.

We are loyal to our United States Constitution and to those who protect it.

We are humbled by the courage of our veterans, and their families.

We are alone, yet we stand together.

We are spouses, daughters, brothers and sisters, mothers and fathers. We are family.

We are of every color. We are of every faith.

We are of every age.

We are anyone and everyone.

We are common and extraordinary.

We are citizens.

We live in small towns.

We live in suburbs.

We live in cities.

We work in fields, in factories, warehouses, offices, at home.

We are a community. We help one another.

We love our flag and all that it stands for.

We are many. We are one.

We are the American Legion Auxiliary.

A community of volunteers serving veterans, military, and their families.

We commit ourselves to the ideal: **Service Not Self.**



## Committee: Americanism

Sallie Rossman, National Chair

The American Legion Auxiliary Americanism program's mission is to foster patriotism and responsible citizenship among adults and children.

Members educated citizens of all ages about flag history, etiquette, and disposal. The Department of West Virginia Welch Unit 3 taught elementary students about the significance of the United States flag and how it represents our country by using coloring sheets. The unit then displayed the students' colored patriotic sheets in a storefront window.

Two units in Ohio organized a patriotic bike decorating contest, allowing individuals of all ages to showcase their patriotism on tricycles to wheelchairs.

In Florida, despite the cancel-

lation of Sanibel's July 4 parade due to hurricane damage, Unit 123 organized and conducted a patriotic parade, demonstrating that American pride always shines.

The American Legion Auxiliary received a grant from The American Legion Child Welfare Foundation to further the Star-Spangled Kids program by providing kits to all departments. This grant allowed units to reach and teach the principles of Americanism to large numbers of children.

Numerous units expanded the program by creating hundreds of kits for members to use in our Junior meetings, schools, and community organizations. Members worked with teachers and networked within their communities to promote the ALA Americanism Essay Contest,

which enables students to learn about the rights and freedoms granted to citizens by the United States Constitution, helping them to understand the responsibilities of citizenship while being recognized for their essays.

Members collaborated with The American Legion in its Americanism programs, helping promote, fundraise, and volunteer as required. Participation in Legion Americanism programs allowed our members to demonstrate leadership and comradeship to the students, which are essential principles of patriotism and Americanism.

The American Legion Auxiliary's mission is to create a nation of citizens inspired to protect our liberties and respect our country's flag for future generations.

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## Committee: Children & Youth

Dr. Coral May Grout, National Chair

We received an impressive number of applications for the Good Deed Award and provided 444 awards. In addition, there were 44 applications for the Youth Hero Award. Forty-three departments participated.

Departments reported holding events for children, Halloween, Christmas, Easter, POW/MIA, Memorial Day, Veterans Day, and Thanksgiving. The Military Child's Table Ceremony took place across most departments as well.

In Delaware, units and Sons of The American Legion worked together to support the Children's Organ Transplant program. Their events raised more than \$8,000, and members donated 900 hours. In

Pennsylvania, Heimlich Unit 357 members worked with the post to design and build "Buddy Benches" for children in need of someone to talk to. The community was apprised of the purpose of these benches. So, any child who needed someone to talk to could sit on the bench and someone from the community (adult or child) would join the child at the bench.

Spearfish, S.D. Unit 164 arranged and paid for counseling and support for military children. Unit 82 in Lajas, Puerto Rico, adopted a home for abandoned and neglected children. Members provided food, resources, and volunteer time to help these needy children. Students in a high school in Minnesota were recognized by American Legion Auxiliary

members in a ceremony supporting their decision to enter the military.

Our American Legion Family members ensured that everyone in their communities — officials, businesses, schools, neighbors, and relatives — knew the meaning of Purple Up! Day. Purple was everywhere: clothing, pocketbooks, purple notebooks at work/class, jewelry, writing instruments, you name it. Our Children & Youth Facebook group, as well as individual Facebook and other social media sites, included photos of the day and for several days after.

I am humbled by the amazing activities undertaken by our members and including all age groups for military and community children. Thank you on behalf of America's children!



## Committee: Community Service

Diana Sirovina, National Chair

Making our communities better places in which to live is something Auxiliary members strive for each day across this country. Members volunteer their time to support many community organizations in addition to volunteering in their schools, churches, libraries, homeless shelters, and so many more.

Food insecurity has become a huge issue in this country. This is especially true in the Department of Maine. Their department chair challenged every unit in the state to donate 300 pounds of food to the food pantries at their schools. Seven units completed the 300-pound challenge — two of them did this

three times. Many units helped raise donations for the food pantries in the schools by asking for local businesses to help sponsor them, and by putting donation boxes out at their posts for bingo and other functions.

In October 2022, the National Executive Committee of The American Legion passed a resolution establishing American Legion Family Day to be observed annually on the last Saturday of April. Michigan's Luna Pier 193 American Legion Family Day was an all-day event. It started with a breakfast fit for even the heartiest appetites. The day continued with interactive activities and many raffles. They provided goodie bags to all chil-

dren who attended. The day ended with a delicious spaghetti dinner. Their event was well attended, and everyone worked together to make it a huge success.

Units in the Department of Florida made their communities a better place to live in so many different ways. Unit 193 donated 12 portable room heaters and eight window air conditioners to the Counsel on Aging for elderly residents in their community.

These are just a few of the many amazing Community Service program stories reported this year that really demonstrate how our members committed themselves to the ideal of *Service Not Self*.

## Committee: Education

Starr Purnell, National Chair

“Education is the most powerful weapon you can use to change the world for the better.” — *Marian Wright Edelman*

The American Legion Auxiliary Education program promotes quality education for children, with a focus on military children and veterans. Departments across this nation promoted education in various ways:

**Give 10 to Education** was reported in every ALA division. Departments went above and beyond to make sure schools had what they needed and more. During American Education Week, units provided school supplies, hygiene

items, hats, gloves, and coats to several schools. Countless hours were spent. Maine challenged its units monthly to a different focus. Unit 88 in Kentucky donated 55 backpacks to its schools, totaling \$1,500. McFarland Unit 534 in Wisconsin participated in “Stuff the Bus” and Unit 60 in West Virginia provided breakfast for bus drivers.

**Veterans in Community Schools** allowed students the opportunity to hear all about the military experiences during the veterans' time of serving. Students made “Thank you for your service” cards to give to veterans who visited the classroom.

**Service Not Self** continued to spread across the nation. California's Canyon City Unit 180 raised over \$7,000 for STEM items for Fort Irwin Army Base. North Carolina's Oxford Unit 166 adopted and tutored a third-grade class to help them improve test scores.

**Scholarship** information was promoted throughout the country. The Department of Alabama presented 40 \$850 scholarships to 10 universities. Over \$700,000 from departments and units and \$182,000 in national scholarships was awarded this year. The ALA will continue to promote educational opportunities where we are proud to serve.



## Committee: ALA Girls Nation

Kelly Elliott, National Chair

ALA Girls State and ALA Girls Nation had an exciting year. We started off with our fall meeting in September. Members reported they took a lot of great ideas from other members and implemented them in their own programs. They worked on getting their numbers back up to pre-COVID numbers, and many were able to do that, or at least increase their numbers over last year.

ALA Girls Nation also saw an increase over last year with 100 senators who attended. All 50 states were back to holding their programs this year.

We were invited to West Point Military Academy in April to their

educators summit and learned more about the application process and how we can help each other's programs. We are working on teaming with West Point and bringing cadets who attended our programs back to those programs. They serve on staff, talk about their experiences in both programs, and demonstrate their leadership skills. Now that is the perfect match.

We teamed up with American Legion Boys Nation and visited Arlington National Cemetery together. This was the first time the programs came together to lay a wreath at the Tomb of the Unknown Soldier.

ALA Girls Nation senators debated their bills during their senate sessions. It was rewarding watching these young adults debate, defend, and then vote on the bills. They challenged each other and were respectful at the same time.

Our week was highlighted by visiting Capitol Hill and visiting their state senators with their Legion Boys Nation counterparts. The state senators found that these young adults are very knowledgeable and listened to their ideas. It was a successful day for everyone.

ALA Girls Nation staff and national staff made this year an amazing experience for these senators — one they will cherish always.

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## Committee: Junior Activities

Barb Washburn, National Chair

“From coast to coast, Juniors are the most!” Words from this well-known Junior member song describe the involvement of our Juniors this past year. From teaching others how to sign the Pledge of Allegiance to a Florida Junior member raising money for AEF by taking a “Polar Plunge” to Maryland Junior members packing over 1,500 care packages, our future leaders actively participated in the ALA’s mission.

Nearly every department reported their Junior members worked side by side in ALA programs. A total of 30,890 hours by 2,104 Junior members was reported, with monetary/in-kind donations of over \$191,000.

Junior members supported over 3,000 veterans with holiday cards, comfort items, and in-person visits. Service to our active-duty families was reported for 1,245, including Illinois Junior members serving a Thanksgiving meal to Naval cadets.

The ALA Patch Program blossomed this year with Junior members and young Sons of The American Legion from 30 departments earning 1,858 patches — an 86.5% increase from last year. We celebrated a successful launch of the purple level patch with 152 patches earned.

National Junior meetings were a huge success, with 128 Junior members enjoying a fun-filled day of painting kindness rocks, filling

Socks of Love for homeless veterans, interacting with therapy dogs, and spending time learning and growing. A highlight for many was receiving the first-ever national Junior meeting patch.

The successes of the Junior Activities program are due to the active involvement of senior members serving as mentors, teaching, and including Junior members in unit activities. I want to say THANK YOU to Junior leaders at all levels of the ALA. Your dedication and love for this program and our Junior members will help ensure a strong future for the Auxiliary. As the song goes, “From Earth to Mars, Juniors are the STARS!”

## Committee: Legislative

Donna Dillard, National Chair

The Legislative Committee helped members learn about the issues, identify and build relationships with their legislators, communicate with legislators and their staff, and — most importantly — report their results. And report they did! We had 100% department reporting for the Legislative program!

This year, the Legislative Committee set out to educate members on how to contact their congressional representatives about issues that affect their states and local communities, as well as the priorities of The American Legion. Through newsletters, Zoom meetings, and The American Legion Grassroots Action Center, we were able to instruct and encourage members to contact their representatives and sign up for

VoterVoice to receive email updates when a Legion Family legislative priority needs our support immediately.

The American Legion listed 13 priorities for the 2nd session legislative agenda. Armed with this information, departments reported communication with their repre-

**“We had 100% department reporting for the Legislative program!”**

sentatives via email, letters, phone calls, and in-person meetings. The reported numbers revealed an astounding total of 23,700 contacts made to congressional representatives through various forms of communication.

Colorado ALA Legislative Chair Sarah Tobin pledged to send an email every single day through the

Grassroots Action Center, and she followed through.

Departments reported many methods to host elected officials, including town hall meetings, school functions, discussion groups, chili cookoffs, and many Meet the Candidates events. A unit in Wisconsin hosted an annual pig roast where the community and elected officials were invited to attend.

If you were fortunate enough to receive a business card from the Ohio legislative chair, you saw a QR code printed on her card that will take you directly to the Grassroots Action Center to sign up for updates.

The Legislative program is a vital link that unites The American Legion Family as one and allows our voices to be heard.

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## Committee: National Security

Ann Rehbein, National Chair

Units and members embraced the fundamentals of the American Legion Auxiliary National Security program by providing for active-duty service personnel and their families in many ways.

One of the most popular and easy ways to show support was by wearing R.E.D. (Remember Everyone Deployed) shirts on Fridays. Members of the Department of Kentucky truly embraced R.E.D. Friday — not only could you see a sea of red shirts worn by members of the Kentucky American Legion Family on Fridays, but you also saw members of our communities joining in that show of support and respect as we wait for all

of them to come home.

Thousands of care packages with cards, snacks, socks, toiletries, and more were sent to troops and National Guard units around the world for all holidays ... just to say, “We care.” Texas Unit 511 adopted Sgt. Jermeij Simpson who received care packages often.

JROTC and ROTC units were recognized with special awards and scholarships. Unit 289 in Illinois gave high school students entering the military a red, white, and blue cord to wear at graduation.

Another facet of our National Security program is POW/MIA recognition. Many units reported having a POW/MIA table at their

post home, either permanently or during the month of September. The Department of Maryland distributed over 500 posters for POW/MIA Day.

Repatriation memorials were attended with units hosting lunches and providing space for families to gather. Gold Star Families were honored with teas and dinners.

Units worked with affiliated organizations to collaborate on events and activities. Quilts of Valor were awarded to offer comfort and healing, and Georgia Unit 233 had a member volunteer over 700 hours to Quilts of Valor.

Thank you to everyone who made the men and women protecting our country have a better day.



## Committee: Poppy

Norma Tramm, National Chair

The poppy is the flower of remembrance; however, this year, several departments lacked poppies to distribute. Departments were surveyed to see who needed poppies and who had extras. This was helpful in obtaining poppies for departments who were short. Distributing poppies provided much needed funds to make a difference for our veterans and servicemembers.

Our poppy makers will not continue forever, which Washington and Minnesota among others discovered. Minnesota's department Poppy chair made a flyer that was published in the department American Legion paper. She requested veterans to consider becoming poppy makers. Veterans stepped forward

to help. Wyoming is blessed to have Leroy Hayes, who received a plaque presented by National President Lisa, for making over 400,000 poppies.

Reading the reports and discovering unique ways units shared the

**“Distributing poppies provided much needed funds to make a difference for our veterans and servicemembers!”**

poppy and increased poppy funds was amazing:

Iowa Unit 199 placed poppies on staffs of the flags at veterans' gravesites for Memorial Day.

Connecticut sent a letter with two poppies and a return address envelope for easily mailing a donation to the unit.

A unit in Ohio worked with

its local bakery to make a special poppy donut. Proceeds went to the poppy fund.

In West Virginia, every month, one unit sent 30 to 50 cards and poppies to veterans.

On Mother's Day weekend, Unit 375 in Wisconsin set up a distribution point in a garden located next to a greenhouse. Their post home is located at a railroad crossing. When the train had traffic stopped, members distributed poppies to those waiting for the train to pass. What a novel idea!

A South Dakota unit went door to door distributing poppies — a great way to meet neighbors.

This year, members sprinkled our world with poppies, along with educating the public about the significance of the little red flower.

## Committee: Veterans Affairs & Rehabilitation

Pam Ray, National Chair

VA&R — a pillar of the American Legion Auxiliary. Veterans are the reason we have our freedoms. They showed bravery beyond measure. We honor them, their families, their caretakers, and their survivors.

Our volunteers reported so many wonderful things from bingos to pie days, to gift shops, stand downs, Guitars for Vets, local Veterans Creative Arts Festival competitions, and more. Thank you, volunteers!

Units reported supporting the Be the One mission of The American Legion Family.

Allied Unit 302 in California supported Women Veterans on Point, a mental health program that assists them with working through day-to-

day struggles. Assistance includes help with housing, child care needs, employment services, and PTSD counseling.

Units in Virginia reported conducting Buddy Checks, sporting shirts, jackets, water bottles, and phone cases with the Be the One logo.

Many members attended suicide awareness training. One unit in Virginia performed monthly wellness checks for at least 20 veterans, checking to be sure to catch any early signs of depression.

Colorado and Wyoming both reported a program called “Any Is Too Many,” a monthly program to raise suicide awareness.

Sisters in Arms Center is housing for female veterans and

their children in Maine. Members provided essential living items such as toilet paper, feminine products, and household essentials such as food, heating, and large appliances. Over \$15,000 in items was supplied this year!

Honor Flight was a huge part of the Central Division reports. Unit 230 in Indiana provided a bus for Purple Heart veterans to get to the airport for their special Honor Flight. Illinois and Wisconsin also participated in different parts of Honor Flight, from welcome homes to purchasing supplies for their local Honor Flights using their poppy funds.

Thank you, departments, for your continued support of the VA&R program. It is our mission.

## Committee: Auxiliary Emergency Fund

Jeanne Haas, National Chair

Members helping members — that is the basis of the Auxiliary Emergency Fund. Department AEF chairs shared information on hardship and disaster grant opportunities through department websites, newsletters, presentations, and in person during department, district, and unit meetings. Information shared included grant application links for members to apply for assistance, procedure for submitting grant applications directly to ALA National Headquarters, and the maximum AEF grant award being raised from \$2,400 to up to \$3,000.

Since June 1, 2023, more than 200 departments, districts, divisions, units, members, and friends have

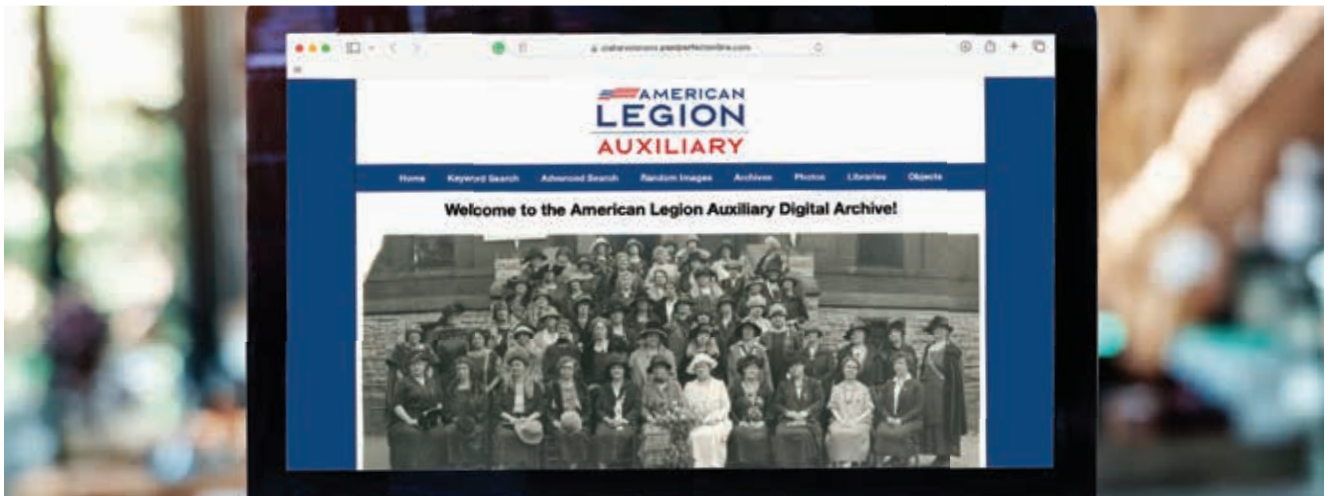
donated over \$200,000 to support the AEF program. Throughout the year, numerous departments conducted raffles, bake sales, auctions, dinners, and accepted contributions to support AEF. At the unit level, members reported sending donations in memory of beloved and dedicated members no longer with us. Placing “fun taxes” on members and holding trivia games were additional ways in which units collected donations.

The Department of Minnesota reported more than double their annual donations from the previous year by raising more than \$20,000. The Department of Delaware held its annual AEF dinner and show titled, *Let’s Do It Again*. At the Mid-Winter Convention held by the Department

of Iowa, a Friday evening “Dance and Donate” was held where members line danced and donated for AEF.

From October 2023 to May 2024, the fundraising efforts and donations of so many enabled the AEF program to assist over 70 members with grant awards who experienced financial hardships or unexpected disasters that impacted their lives.

Over 50 years ago, Robert F. Kennedy said, “The purpose of life is to contribute in some way to making things better.” Through generous donations from ALA entities, members, and our American Legion Family, ALA members during their time of need are better because of their unwavering support and dedication to the AEF program.



### ***Travel to the past with ALA history-focused blog series***

Through the *American Legion Auxiliary History’s Mysteries*, every month you can learn more about the Auxiliary’s Cavalcade of Memories Museum, ALA members, projects in the archives, recent acquisitions, and so much more.

Visit [ALAforVeterans.pastperfectonline.com](http://ALAforVeterans.pastperfectonline.com).

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## Committee: Constitution & Bylaws

Michele DeGennaro, National Chair

The Constitution & Bylaws Committee served to inform, as well as educate our members, of the importance of having properly written governing documents at all levels of the organization.

The Department of Texas reviews its governing documents annually and updated to allow — in case of an emergency or natural disaster — meetings by electronic means, such as telephone conference calls, Zoom meetings, etc.

The Department of New Jersey Governing Documents Committee had a busy year helping 17 units and three counties work on updat-

ing their governing documents along with their own department updates. Chair Debra Noble stated, “While most updates are simple clarification, it is important that our documents are not ‘open to interpretation’ but rather clear and precise as to intent.”

The Department of California reported that 162 units used Robert’s Rules of Order to assist with parliamentary procedures while adhering to department and national’s Constitution & Bylaws — and along with the Department of Maryland and Wyoming — encouraged their members to utilize all resources available on the national website.

The Department of Mississippi was inspired to look closer at its Constitution & Bylaws after concerns were raised that the last revision possibly missed some key elements. When they did, they found a few items were missing.

Whether by Zoom, newsletters, or in person, chairs were hard at work helping units review their Constitution, Bylaws, and Standing Rules. We have learned the importance of regularly reviewed governing documents. Keeping your governing documents up to date and making them available to all members are the keys to a healthy organization that functions as a team in support of our mission.

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## Committee: Leadership

Linda S. Tome, National Chair

What an amazing year for leadership! Our departments rallied around learning, mentoring, presenting, and promoting leadership!

Mentoring was brought up several times in the year-end reports, not only for Junior members but for senior members as well. The Department of Alaska reported that “the presence of PDPs on its board is a benefit to their leadership program as they continue to encourage and mentor current members. Passing on their knowledge, experience, and motivation will be an important part of preserving the mission and vision of the ALA.” The Department of Kentucky also stated that their more “seasoned” members are an important part of mentoring.

Many departments sent monthly or quarterly newsletters or bulletins to members. The Department of Vermont distributed monthly bulletins with articles focused on leadership principles and how they tie into our ALA mission. Department of Georgia sent weekly informative and action-packed emails, which, by the end of the day, reached over 1,600 members!

In the Department of Kansas, a district leadership team conducted Service Training and Revitalization (STAR) meetings at several units, focusing on Constitution & Bylaws, membership and ALAMIS, how to conduct a successful meeting, and year-end reporting/impact reports. Many departments found

ways to incorporate ALA National President Lisa Williamson’s Be the One into their training sessions. The Department of New York conducted a Mid-Winter Conference with 16 workshops that covered a variety of topics. The goal of the event was to showcase the talents, skills, and knowledge of everyday members as presenters so that members could see themselves as leaders within the organization.

Department of Minnesota’s Leadership Chair Karla Otterness summed up this committee: “Leadership is a wonderful program that allows members the challenges of creating a program that is informative, humorous, and motivates our members to do more, and grow more.”

## Committee: Membership

Karen Toll, National Chair

I want to thank all of the unit and department membership chairs for your hard work. Being a Membership Committee chair at any level is a constant work of art, and you are amazing artists.

This year's membership theme, "The Great Race for Membership," coincided with the Iditarod to remind National President Lisa Williamson of her home, and to lend support and comfort as she traveled. Many departments chose dogsled themes, and many added this theme to their already chosen department president's theme. There were dogs named Sunshine, Recruiter, Amber, Hero, Speedy Jersey, Aurora Chinook, and many more. Names were chosen in raffles, dogs were given as awards, and some accompanied membership

chairs and department presidents in their travels.

Units hosted picnics, dinners, fundraisers, holiday gatherings, and spoke to anyone who could be a prospective new member. Several carried small envelopes with all

**"You are never fully 'dressed' unless you have your membership applications with you!"**

American Legion Family applications inside. Phone calls were made, social media posts published, and conversations held to recruit and renew membership.

The departments of Texas and North Carolina presidents had train themes so they could continue "Keeping on Track for our Veterans" and sharing that membership "is the fuel to

keep the train fired up and running."

Unit 382 in Navarre, Fla., hosted a "Thrift Store Exchange Dinner." Members attended a dinner at a local restaurant in an outfit that was purchased at a thrift store, for them by another member. That generated several new members from curious restaurant guests.

The Department of Indiana hosted a Hollywood-themed night with contests and awards to acknowledge, appreciate, and award its Auxiliary members. There was also a theatrical production of *A Membership Carol* to show the ghosts of membership past, present, and future.

And, as they say in Wyoming, you are never fully "dressed" unless you have your membership applications with you!

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## Committee: Public Relations

Pamela Bates, National Chair

The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.

This 2023-2024 national Public Relations Committee did a tremendous job in supporting and implementing this purpose with monthly newsletters to both the department PR chairs and their respective departments. They made personal phone calls and texted their respective departments to keep them informed of quarterly Zoom meetings, any new information on awards, and shared what they were doing in their departments.

The departments and units informed, encouraged, and shared the public relations activities about who we are, what we do, and why we matter with their American Legion Family members at meetings, community gatherings, and other veterans groups.

**"Public relations is not just newsletters, social media, radio, or TV. It is all about you, the member."**

Auxiliary members used local newspapers, television and radio stations, podcasts, YouTube videos, Zoom meetings, and social media. Some took the extra step to visit their departments and units, always spreading the word about the American Legion Auxiliary as a community of

volunteers serving veterans, military, and their families, being visible with distinct ALA branding at photo ops, and providing new information provided by our national organization.

Remember: Public relations is not just newsletters, social media, radio, or TV. It is all about you, the member. It is how you present yourself in public, how you speak, your branding, and your knowledge of our organization.

Marcy Schmidt, Department of North Dakota PR chair, said what we all were thinking: "I am so proud of Auxiliary members who take the time to record, photograph the activities, and author these wonderful little articles. It is nice to know the American Legion Auxiliary as an organization is recognized and continues to remain relevant."

# AMERICAN LEGION AUXILIARY

## 2024-2025 ALA Mission Training dates now available



Mark your calendars for these one-day conferences that will help you learn more about the ALA mission!

Nov. 16: Nashville, Tenn.

Nov. 16: Denver, Colo.

Jan. 25: Des Moines, Iowa

Feb. 1: Las Vegas, Nev.

Feb. 1: Boston, Mass.

Learn more: [www.ALAforVeterans.org/Meetings/Mission-Training](http://www.ALAforVeterans.org/Meetings/Mission-Training).

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# AMERICAN LEGION AUXILIARY

## Benefits of Membership

- Disaster and Hardship Assistance Grants up to \$3,000.
- Discounts, rewards, and perks on 1,000s of brands including Hertz, Sam's Club, Walt Disney World, Toyota, Skechers, and more from BenefitHub.
- ScriptSave® WellRx Premier Prescriptions Savings Program.
- Travel discounts with Wyndham Hotel Group.
- Vision, dental, and life insurance discounts.



Learn more about your ALA member benefits here: [www.ALAforVeterans.org/member-benefits](http://www.ALAforVeterans.org/member-benefits)

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## National Officers and Leadership



*Lisa Williamson,  
National President*



*Trish Ward,  
National Vice President*



*Kathy Daudistel,  
National Secretary*



*Marybeth Revoir,  
National Treasurer*



*Brister Thomas,  
National Chaplain*



*Donna Thurman,  
National Historian*



*Carol T. Robinson,  
Central Division NVP*



*Debra Tiernan,  
Eastern Division NVP*



*Karen Susag,  
Northwestern Division  
NVP*



*Christine Trahan,  
Southern Division NVP*



*Jan Cushing,  
Western Division NVP*



*Sara T. Riegel,  
Executive Director*



*Cathie F. MacInnes,  
ALA Foundation Board  
of Directors President*

## National Chairs



*Jeanne Haas, Auxiliary  
Emergency Fund*



*Kelly Elliott,  
ALA Girls Nation*



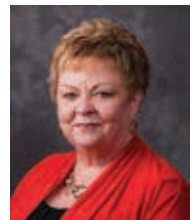
*Sallie Rossman,  
Americanism*



*Michele DeGennaro,  
Constitution & Bylaws*



*Dr. Coral May Grout,  
Children & Youth*



*Diana Sirovina,  
Community Service*



*Starr Purnell,  
Education*



*Nicole Clapp,  
Finance*



*Barb Washburn,  
Junior Activities*



*Linda S. Tome,  
Leadership*



*Donna Dillard,  
Legislative*



*Karen Toll,  
Membership*



*Ann Rehbein,  
National Security*



*Norma Tramm,  
Poppy*



*Pamela Bates,  
Public Relations*



*Carol Westergren,  
Risk & Compliance*



*Pam Ray,  
Veterans Affairs &  
Rehabilitation*

## National Executive Committee Members



*Donna Hinkle,  
Alabama*



*Penelope Mazonna,  
Alaska*



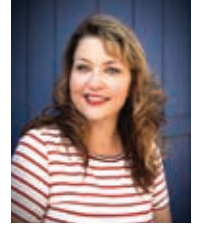
*Barbara White,  
Arizona*



*Denise "Dee" Smith,  
Arkansas*



*Kathie Martinez,  
California*



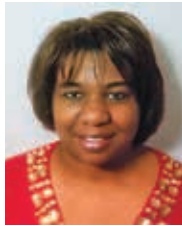
*Laurie Kuntz,  
Colorado*



*Debra Knickerbocker,  
Connecticut*



*Deborah Guenther,  
Delaware*



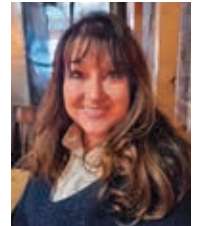
*Teresa Hamilton,  
District of Columbia*



*Jane Hardacre,  
Florida*



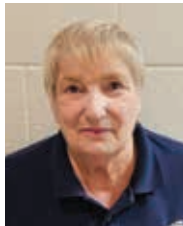
*Susan Hall,  
Georgia*



*Kristal Tighe,  
Idaho*



*Janet Bacon,  
Illinois*



*Pamela Shook,  
Indiana*



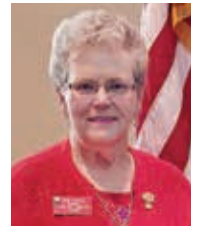
*Kelly Elliott,  
Iowa*



*Sharon Spiker,  
Kansas*



*Bonita Robey,  
Kentucky*



*Joanie Schendel,  
Louisiana*



*Virginia "Ginny" Chaput,  
Maine*



*Alta Glotfelty,  
Maryland*



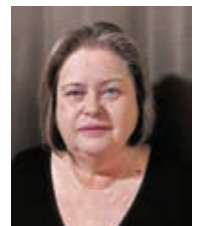
*Debra Lyons,  
Massachusetts*



*Marcy Jorae,  
Michigan*



*Jean Walker,  
Minnesota*



*Elizabeth "Diane" Belue,  
Mississippi*



*Louise Welch,  
Missouri*



*Christine Nelson,  
Montana*



*Vicki Ozenbaugh,  
Nebraska*



*Courtenay Burns,  
Nevada*



*Terri Ouellette,  
New Hampshire*



*Margaret "Maggie"  
McMahon, New Jersey*





*Dorothy Hazen,  
New Mexico*



*Marie Mock,  
New York*



*Julie Smith,  
North Carolina*



*Tammy Ryberg,  
North Dakota*



*Cindy Masowick,  
Ohio*



*Tracey Smith,  
Oklahoma*



*Krisann Owens,  
Oregon*



*Kelly Moyer,  
Pennsylvania*



*Maria Montanez,  
Puerto Rico*



*Rose McClarnon,  
Rhode Island*



*Pat Ward,  
South Carolina*



*Mary Jo Stier,  
South Dakota*



*Charlotte Connors,  
Tennessee*



*Shay Kuehner,  
Texas*



*Judy Daybell,  
Utah*



*Kelly Donaldson,  
Vermont*



*Pamela Elam-Lipscombe,  
Virginia*



*Lorna Ledoschuk,  
Washington*



*Paulette Anderson,  
West Virginia*



*Bonnie Jakubczyk,  
Wisconsin*

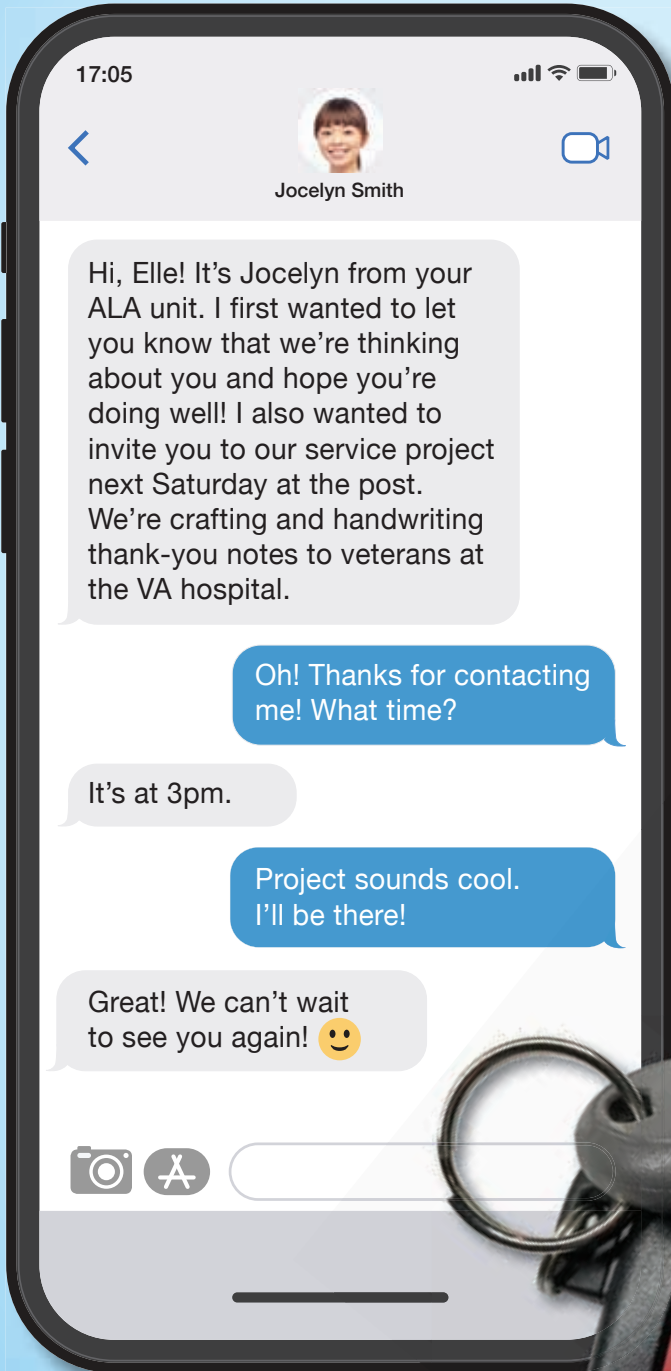


*Vicki Paddock,  
Wyoming*

*Not pictured: Toni Difante, Hawaii.*




# *Everyone plays a part in membership renewals*



How do you keep unit members engaged? Are you in regular communication with them? When was the last time you checked in with someone who's been inactive for a while?

**Member retention is critical. Consider gathering active members in your unit to devise a plan on re-engaging people you haven't heard from in months ... or even years. You'll help the ALA and our mission of serving veterans, military, and their families.**





In the spirit of *Service Not Self*,  
the mission of the American  
Legion Auxiliary is to support The  
American Legion and 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.