

REPORTING YOUR IMPACT ON DELIVERING THE ALA MISSION

How to Use the ALA Impact Report Form ~ *ALA by the Numbers* How to Use the ALA Narrative Report Form

The ALA Impact Report (formerly known as the ALA Consolidated Report) serves several important purposes: to report our collective ALA impact numbers to Congress, to share with the world what our members do, and to celebrate the successes of our Units and Departments. The information obtained is also used to annually review the impact, structure, and relevance of how we carry out our mission. To compile impact numbers that truly tell the world what the American Legion Auxiliary does, we need every member to report her service to her unit, and for each unit to complete a report.

About the ALA Impact Report

previously known as the ALA Consolidated Report

This report captures numbers only. There are sections for individual Members, Units, Counties/Districts, and Departments. Please complete the section you are reporting: Individual Member, Unit, District/County, or Department

Note: There is a worksheet to help you keep track of your service hours through the year at ALAFORVETERANS.ORG that includes instructions for completing the report online. The report can be downloaded from the ALA's website and photocopied to share with members who prefer to track hours on paper.

Why report these numbers? What does it matter?

The simplified ALA Annual Impact Report has only a few questions. It's quick and easy, and very important. As a member of the American Legion Auxiliary, it is important you report your contributions to support the efforts of our international organization, the nation's largest women's patriotic service organization, whose purpose 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. Our collective impact matters!

The impact numbers reported from each member will be combined into a unit report; where applicable, the unit reports will be compiled into district or county reports; all units or counties/districts reports will be compiled into a department report; and the department reports will be compiled into a national report of total numbers that show the cumulative impact of everyone's work supporting the Auxiliary's mission. The national totals become the ***ALA Annual Impact Report*** which National Headquarters uses to broadcast the powerful impact of the ALA to the public, and which The American Legion reports annually to Congress. Adding up the efforts of every member results in a big impact! Please...report!

If you are unsure of how many or where to count your hours, use your best judgment; just be sure to only report your numbers one time in one place. If you want to report an activity you performed for which there is no impact category listed and you believe the activity serves the mission, include the information as a narrative attachment or use the ***ALA Annual Program Narrative Report*** to describe what you did.

How does this work?

Impact numbers are the dollars, number of volunteers, and number of veterans, military and families served. Members are encouraged to keep a log throughout the year of the hours that they serve. The ALA Impact Numbers Tracking Worksheet (described below) makes this part easy.

This ALA Annual Impact Report is a simplified “by the numbers” report. It is not program specific. When completing the annual Impact Report, please report “best-estimate” numbers that encompass whatever ALA mission-related activities you completed. Unit, district/county, and department treasurers can track donations or dollars used for mission-related activities.

Note: Only the narrative reports are program specific. Use the separate *Annual Program Narrative Report* for anything else mission-related that is not on the Impact Report.

MEMBERS and UNITS – By the deadlines specified at each level, MEMBERS send a copy of your ALA Annual Impact Report to your Unit President or designee. UNITS compile the numbers and send a copy of the ALA Unit Impact Report with your unit’s impact numbers only (no narratives) to your District/County Secretary or President (or, if your District/County has named a District/County Consolidated Report Chairman, send the impact report to her) or directly to the department if there is no district or county. Departments send the numbers to National Headquarters by the first Friday in June. (for 2012, June 1st.)

DISTRICT/COUNTY – Please begin communicating with your Units in early April to encourage them to each complete an ALA Unit Impact Report, along with a separate Program Narrative Report for each program for which the unit has had some activity. Even if a unit has only worked on a few programs, encourage them to report whatever numbers they can. Note: The ALA District/County Impact Report Form includes a section that requests the number of Units reporting.

District/County Secretaries or Presidents (or if applicable District/County Consolidated Report Chairman) need to add up the impact numbers for all units, complete the total compiled impact numbers from ALL Units in your District/County using a blank ALA Annual Impact Report form, include the number of Units reporting, and submit this ALA District/County Impact Report to your Department representative or secretary, by the due date your department establishes, generally about May 15th.

DEPARTMENTS – Department representatives need to begin communicating with your District/County Chairmen in early April to encourage them to contact each Unit requesting an ALA Unit Annual Impact Report with any separate narratives submitted via the *Annual Program Narrative Report* for any and all programs for which the units performed an activity.

Departments need to create your ALA Department Annual Impact Report that compiles the impact numbers for all the units, or Districts/Counties if applicable. The department’s representative needs to complete the total compiled impact numbers from all the units, or, if applicable, all the Districts/Counties in your Departments using the blank ALA Impact Report form and electronically submit your compiled ALA Department of ____ Annual Impact Report to National Headquarters by the first Friday in June (for 2012, June 1st) to: Meetings@ALAforVeterans.org

Note – If your Department donation figures differ from those on the reports submitted by your units or districts/counties (e.g. donations to VCAF, AEF, etc.) then report the numbers using the official donations that your Department submitted.

The ALA Annual Impact Reporting Process At-A-Glance

You, important ALA member, volunteer and raise resources to “do the ALA’s mission” throughout the year, and record your service hours using the ALA Impact Numbers Tracking Worksheet



ALA Member reports volunteer service to Unit by Unit’s deadline (usually by May)



Unit president compiles its members’ numbers and sends Unit Impact Report to District or County (if applicable) or otherwise on to department



County/district president compiles its units’ numbers and sends Co/Dist Impact Report to Department by Department’s deadline (usually in May)



Appropriate department representative compiles numbers and sends to Meetings@ALAforVeterans.org by the first Friday in June



ALA National Headquarters compiles all the departments’ numbers and prepares the *American Legion Auxiliary Annual Impact Report ~ ALA by the Numbers* for The American Legion to submit to Congress, and shares impact with the Veterans Administration, media, and the public!

Due Dates

Year-End Reports: Please use the *ALA Annual Impact Report* form for your **YEAR-END REPORT**. There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the final National Due Date of June 15th for reports from departments and national chairman. Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another officer in your unit, district/county, or department.

Mid-Year Reports: You may use this form for your mid-year report at the discretion of your unit, district/county, or department. Just be sure to mark through the words “annual” and include the time period you are reporting

What are In-Kind Donations?

In-kind donations are items or services donated to support ALA mission delivery. For example – non-cash donations such as phone cards, comfort items and snacks that you distribute or send to veterans or military servicemembers are in-kind donations. Estimate the value if you had to purchase these items or services yourself, and record the value as “In-kind donations” received.

About the ALA Annual Program Narrative Report

Your stories, pictures, and other ALA mission-related activities are important. They are to be reported separately from the impact numbers. Your program activity reporting, stories and pictures are optional for members and will be submitted on a separate form, the **ALA Annual Program Narrative Report**, and submitted to the appropriate program chairman. This report is separate from the **ALA Impact Report Form** and is optional for Units, Counties/Districts, and Departments.

Use the narrative report form to report your program activities not included in the ~ ALA by the Numbers impact report. Using the **ALA Annual Program Narrative Report**, submit a narrative for any ALA program in which your unit, district or county, or department participated. Include pictures, stories, newspaper clippings, and flyers, news, and activity reports or anything that helps to share your success stories and shows activities that serve the ALA mission. The narrative need not be anything complicated. It can be as simple as a listing of what you did in each program, or you may attach as many additional pages and pictures as you wish. This is your message!

Everyone is encouraged to send their special stories and photos of how you carried out the mission through your program chairmen and/or Pod Chair to ALAmagazine@ALAforVeterans.org

The Department Narrative Report must be forwarded to the appropriate National Program Chairman by the first Friday in June.

You may submit this narrative report for any or all programs and by program groupings, aka **“Pods”**. Submit this report to the appropriate program chairman or “Pod” chairman. (See below.)

Due Dates: There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the National Due Date of June 15th for reports from national chairman. Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another unit, district/county, or department officer.

All due dates are based on when the numbers are due to National Headquarters and narratives are due to national program chairmen – the first Friday in June.

Retain copies! **Please keep copies of everything you submit. Pictures and report materials will not be returned once submitted to National Headquarters.**

Reporting by program groupings, aka “Pods”

Note! If preparing a **“Pod Report”** there is no need for separate program reports. Each “Pod” has a chairman and a scribe. For “Pod Reports”, include the “Pod” name and “Pod” chairman, and email the report to the “Pod” Chairman. “Pod” Chairman will receive their instructions separately.

What are Pods? “Pods” are small groupings of similar programs. Many of our grassroots members have expressed being overwhelmed by the number of programs we have. But actually, when grouped together in groups of like-type programs – “Pods” – our programs become simpler to understand and easier to do. We have three main groups of “mission delivery” programs, and two main groups of “internal member/organizational support” programs. The American Legion Auxiliary National Program Pods are grouped as follows:

Mission Outreach – this Pod includes the national “external” program chairs:

1. Youth Development; Children & Youth, Child Welfare, Juniors, Girls Nation/Girls State
2. Veteran/Military Support and Advocacy; Legislative, National Security, Poppy, Veterans Affairs & Rehabilitation (VA&R)
3. Family Support; Americanism, Education, Community Service, National Chaplain

Member/Organizational Support – this Pod includes the national “internal” committee chairs:

4. Membership Development – ALA Foundation (ALAF), Membership, Auxiliary Emergency Fund (AEF) , Leadership, Public Relations, Long Range Strategic Planning, Advisory
5. Organizational Support – Audit, Constitution & Bylaws, Finance, Cavalcade, Past Presidents Parley, Parliamentarian, National Historian

The national “Pods” are new for 2011-2012. The goal is to simplify how members learn about, understand, and deliver our programs. The American Legion Auxiliary National President will be overseeing the implementation of the “Pods” approach to serving our mission, and the American Legion Auxiliary National Vice President will be the liaison to the “Pods”. Please see the Plan of Action and Leading National President Candidate Kris Nelson’s cover letter to the Plan of Action for further explanation.

ALA Impact Numbers Tracking Worksheet

The American Legion Auxiliary’s website’s Member Resources section contains a host of useful information. There you will find there the ALA Impact Numbers Tacking Worksheet – a tracking form that is an easy-to-use downloadable spreadsheet on which you can record your hours throughout the year. The form can be used manually or electronically. The electronic version can be saved on your computer and automatically sums your hours each time you enter them.

Use the ***ALA Impact Numbers Tracking Worksheet*** form for conveniently tracking your hours for your annual ALA Impact Report. Using the worksheet will make completing the annual impact report a snap because your numbers are all there.