



Pod—Membership Development

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- American Legion Auxiliary Foundation
- Auxiliary Emergency Fund
- Membership
- Leadership
- Public Relations
- Long Range Strategic Planning

Auxiliary Emergency Fund

2011-2012 American Legion Auxiliary Plan of Action

Purpose: To provide temporary emergency financial assistance to members in need, and promote awareness and knowledge of the program, raising funds and disseminating information about its application process.

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For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

Auxiliary Emergency Fund

National-level Objectives

1. **Objective:** Familiarize each Unit and Department with purpose of the Auxiliary Emergency Fund (AEF) and where to locate the most current application and tools.

Action Steps

- a. Educate each Unit and Department on Auxiliary Emergency Fund roles and responsibilities. This can be found online at www.ALAforVeterans.org.
 - b. Utilize the website for resources.
2. **Objective:** Have each Department submit at least three other resources for assistance in their state to the AEF program coordinator by June 1, 2012, for use by the AEF case manager or use at the Department Level.

Action Steps

- a. Have each Department report if they have a “Department Emergency Fund” and send a copy of the application to the Divisional Chairman.
3. **Objective:** Each Department to increase their AEF donations by June 1, 2012, to at least 10 percent or more than the previous years’ donations.

Action Steps

- a. Pie sales, give 10 cents at each meeting, grab bags, sell used books – these are just a few quick and easy suggestions.
- b. Share fundraising ideas on all levels through newsletters, bulletins and stories

Programs and Activities

1. The AEF brochure is available through Departments and available online at www.ALAforVeterans.org.
2. One of the most common delays in processing the applications is forms that are not completed to the fullest extent possible. Please use the current form and follow directions to ensure evaluation and processing is completed in a timely fashion. Visit www.ALAforVeterans.org.
3. AEF Donation Pin Order Forms are available at www.ALAforVeterans.org, by contacting National Headquarters at (317) 569-4500 or emailing your request to aef@ALAforVeterans.org. Forms are to order pins for individuals who donate \$50 or more.
4. Before you begin, AEF and AEF Frequently Asked Questions are available under AEF Resources at www.ALAforVeterans.org.
5. Memorize the following core rules that apply to the Auxiliary Emergency Fund:
 - a. Temporary assistance to eligible members during a time of financial crisis when no other source of aid is readily available to pay for shelter, food and utilities.
 - b. Temporary assistance for food and shelter to eligible members related to weather-related emergencies and natural disasters.
 - c. Temporary assistance for educational training for eligible members who lack the necessary skills for employment or to upgrade competitive workforce skills.
 - d. Assistance will not be granted to pay accumulated debts. The intent is to help members who have suffered a financial setback and is meant to be a bridge offering a helping hand until financial stability is reestablished. Incomplete

For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

Auxiliary Emergency Fund

applications and missing documentation will significantly slow processing the case file.

- e. Eligibility: Persons who have been members of the American Legion Auxiliary for at least the immediate past two consecutive years AND whose current membership dues are paid at the time the emergency occurs (three consecutive years' dues) may apply for assistance.
- f. Assistance Provided: The maximum grant amount is \$2,400, disbursed as the Auxiliary Emergency Fund Grant Committee determines.

AEF Awards

1. Citation (Plaque) Recognition – Given to one Unit and one Department contributing the largest donations to the Auxiliary Emergency Fund.
2. Citation and Lapel Pin Recognition – Presented to any individual contributor donating \$50 or more. The citation form is available at www.ALAforVeterans.org. Citations may be printed by the Unit or Department.
3. Certificate and Recognition at National Convention – One Department from each Division contributing the largest amount will receive a certificate and special recognition at National Convention. (This excludes the Department that contributes the largest donations overall as they will receive a Citation Plaque; see #1). Donations must be certified by your Department Secretary and mailed to the respective Divisional Chairman by June 1, 2012.

Resources

1. www.ALAforVeterans.org
2. www.operationhomefront.net
3. www.legion.org
4. www.211.org
5. www.fema.gov
6. www.redcross.org
7. www.fns.usda.gov/snap/
8. www.liheap.ncat.org

See program page on www.ALAforVeterans.org for additional resources and descriptions.

For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

American Legion Auxiliary Emergency Fund Application for Assistance (AEF)

Name: _____

Membership ID # _____

Unit # _____

Date of Birth: _____

Address: _____

Street

City

State

Zip Code

Phone: _____

E-Mail _____

Marital Status: Married Single Widowed Separated

What is your current employment status?

Full-Time Part-Time Laid-Off Retired

Worker's Compensation Unemployed

Place of Employment: _____

(If Unemployed, please explain in the Narrative section of page 3)

Please list your last date of employment: _____

What specific steps have you taken to secure employment?

Are you a veteran? Yes No

If yes, please list dates of service: _____

What is your spouse's current employment status?

Full-time Part-time Laid-Off Retired

Worker's Compensation Unemployed

Spouse's Place of Employment: _____

(If Unemployed, please explain in the Narrative section of page 3)

Please list your spouses last date of employment: _____

Is your spouse a veteran? Yes No

If yes, please list dates of service: _____

If spouse if deceased, please list date of death: _____

Are there any minor children living in your home? Yes No

If yes, please list by name, age and relationship to you:

Are there any other adults living in your home? Yes No

If yes, please list by name and relationship to you:

THIS SECTION TO BE COMPLETED BY DEPARTMENT SECRETARY

I certify that the applicant has paid dues for the two immediate preceding years and her dues have been received for the current year.

Department Secretary's Signature

Date

Rules/Instructions

The Auxiliary Emergency Fund was created to provide:

- Temporary assistance to eligible members during a time of financial crisis when no other source of aid is readily available to pay for shelter, food and utilities.
- Temporary assistance for food and shelter to eligible members related to weather-related emergencies and natural disasters
- Temporary assistance for educational training for eligible members who lack the necessary skills for employment or to upgrade competitive workforce skills.
- The AEF maintains the confidentiality of all applications, reviews, and supporting documents, and will neither disclose nor release AEF applications, files, or cases to anyone outside of the ALA AEF Review Committee.

Assistance will not be granted to pay accumulated debts. The intent is to help members who have suffered a financial setback and is meant to be a bridge offering a helping hand until financial stability is reestablished.

Eligibility: Persons who have been members of the American Legion Auxiliary for at least the immediate past two consecutive years. AND whose current membership dues are paid at the time the emergency occurs (three consecutive years' dues) may apply for assistance.

Assistance Provided: The maximum grant amount is \$2,400.00, disbursed as the Auxiliary Emergency Fund Grant Committee determines.

UNIT, PLEASE READ THE FOLLOWING:

Each AEF application is assessed entirely on the basis of the written record provided herein. Therefore, both the Unit and member should be specific and thorough when completing the application. Please type or print neatly to ensure legibility.

Remember to:

- Ensure the applicant has completed all applicable sections.
- Ensure all sections requiring Unit input are complete.
- Ensure all appropriate signatures have been obtained.
- Forward the completed application to your Department Secretary.

This section to be completed at National Headquarters

Date Received: _____ Case Number: _____

Membership Verification: _____

Current Monthly Income

Current earnings of Applicant: _____

Current Earnings of Spouse: _____

Earnings of other(s) in household: _____

Veteran's Pension/Compensation: _____

Child Support: _____

Social Security: _____

SSI: _____

SSD: _____

Food Stamps: _____

WIC: _____

Aid from Post/Unit: _____

Unemployment Compensation: _____

Workman's Compensation: _____

Alimony: _____

County/State Assistance: _____

Stock Dividends: _____

Other Income: _____

(Please Specify Source) _____

Total for all current monthly income: _____

Current Monthly Expenses

Do you own or rent your home? Own Rent

Amount of monthly payment/rent: _____

Electricity: _____

Fuel for Heating: _____

(Please select which type of fuel) Gas Propane Oil

Water/Sewage: _____

Food: _____

Telephone: _____

Child Care: _____

Medication: _____

Toiletries: _____

Insurance: _____

Homeowners: _____

Life: _____

Auto: _____

Health: _____

Other: _____

Other expenses (please specify): _____

(i.e. medical bill payments, credit card payments, etc.) _____

Total for all current monthly expenses: _____

Creditor Information

Mortgage Company/Landlord: _____

Name of Institution Account # (if applicable)

Address: _____

Street City State Zip

Utility Company or Other: _____

Name of Company Account #

Address: _____

Street City State Zip

Utility Company or Other: _____

Name of Company Account #

Address: _____

Street City State Zip

IMPORTANT!!!

Please attach all copies of all current utility statements, bills, eviction notices, disconnection notices and any other expenses to be considered.
Applications lacking required information and documentation will take longer to process.

Please turn to page 3 and complete both sections.

DISASTER ASSISTANCE

(This section is required for Disaster Applicants only. Those experiencing financial hardship unrelated to a disaster or apply for educational assistance may skip this section.)

Date of Occurrence(s): _____

Type of Disaster/Emergency: Fire Flood Hurricane Severe Weather (i.e. lightning, heavy snow)
 Earthquake Other (Please Explain) _____

Is the affected dwelling your primary residence? Yes No Are you still residing in the dwelling? Yes No

If you are not still residing in the dwelling, please explain where you are currently living as well as how long you anticipate being out of your home:

Please explain the damage incurred:

(You may attach additional sheets of paper if needed. Please include copies of any photographs, repair estimates, statements from FEMA or local Law Enforcement, etc.) *As these items **CANNOT** be returned, please **DO NOT** send original receipts or photos that you may need returned.*

Did you purchase emergency supplies? Yes No

(If yes, please list the cost of these supplies and provide copies of applicable receipts.)

Plywood _____ Generator _____ Gasoline _____ Dry Ice _____ Bottled Water _____
 Lodging _____ Other (please explain) _____

Is the affected property insured? Yes No *If yes, please indicate the amount you expect to receive from the policy:*

(Please attach copies of any applicable documents regarding the property's insurance policy)

Additional Comments: _____

NOTE: *In addition to this section, please make sure to complete all sections on pages 1-3. Applications lacking required information will be returned.*

Unit's Report

This section is to be completed by the Unit Investigator (appointed by the Unit President)
Please provide a narrative explaining the member's situation in more detail to include:

- 1) Why assistance is needed
- 2) Steps that have been taken to obtain other assistance
- 3) Your Unit's plan to assist member
- 4) Your Unit's recommendation to the AEF Grant Committee

(If additional space is needed, attach a separate piece of paper.)

SIGNATURES

IMPORTANT NOTE: This application MUST be signed by the Unit President, Unit Secretary and the Unit Investigator (who is appointed by the Unit President). Those who sign below cannot be related to the applicant. Two signatures are accepted ONLY when the Unit President or Unit Secretary is inaccessible (in the hospital, out of town, etc.), is the applicant or is related to the applicant. Otherwise, all three signatures are required before the application can be processed. ALSO NOTE: The Unit President cannot appoint herself to be the investigator.

Unit Name and Number: _____

Unit President : _____
Printed Name Signature

Address: _____
Street City State Zip Code

Daytime Phone: _____ E-mail: _____

Unit Secretary: _____
Printed Name Signature

Address: _____
Street City State Zip Code

Daytime Phone: _____ E-mail: _____

Unit Investigator: _____
Printed Name Signature

Address: _____
Street City State Zip Code

Daytime Phone: _____ E-mail: _____



AMERICAN LEGION AUXILIARY
AUXILIARY EMERGENCY FUND
Contribution Form

PERSONAL INFORMATION

Please Type or Print

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Member ID#: _____ Department of: _____

PAYMENT INFORMATION

Payment Type:

Check

Check Number: _____ **Check Amount:** _____

*Make check payable to: National Treasurer, American Legion Auxiliary
and indicate "AEF" in check memo*

Credit Card

Type: _____ **Name on Card:** _____

MasterCard or Visa ONLY

CREDIT CARD NUMBER: _____ **EXP. DATE:** _____

SIGNATURE: _____

SEND THIS FORM TO:

American Legion Auxiliary
National Headquarters
ATTN: Development
8945 N. Meridian St.
Indianapolis, IN 46260
Fax: 317-569-4502

QUESTIONS:

(317) 569-4500 -- ask for Kelly Cochran
or email: aef@ALAforVeterans.org



Committee:

Auxiliary Emergency Fund (AEF)

Submitted by:

Marie Goede, National AEF Chairman

Contact Information for Questions:

mkg1945@aol.com or Department Auxiliary Emergency Fund Chairman

Objective:

#1 Familiarize each Unit and Department with purpose of the Auxiliary Emergency Fund (AEF) and where to locate the most current application and tools.

Step-by-Step Instructions:

- Units should focus on informing their members and Legion Family counterparts—believing that these people may have contact with other eligible members unfamiliar with the Auxiliary's Emergency Fund.
- Schedule an annual "Members Helping Members" night at your local Post. Not only is this a great time for an AEF fundraiser, but it gives you the opportunity to share information about what makes a member eligible to receive help from the AEF. Since one of the stipulations is that the recipient be a member in good standing for three years, you might also be prepared to renew memberships and sign up new members. Legion members might sign up eligible relatives in order to provide this protection for them.
- Prior to the event, be sure all of your Unit members (who should identify themselves in some way at the event by wearing a vest/flower/hat) have read and are familiar with the AEF Frequently Asked Questions as well as the criteria for assistance: members who have exhausted all other personal and community resources due to financial hardship, natural disaster or the need for competitive job skill education.
- One of the most common reasons for delay of approval is applicants who do not use the correct form and therefore do not provide the necessary information. Be sure to check the ALA's website for the current AEF application.
- Reminder that applicants must have paid dues for the last two consecutive years, as well as the current year (three years total).
- Make sure all members know of the availability of AEF funds as a member benefit.
- Work with Department leadership to see if there are stories of members who have been helped by AEF whose stories can be told anonymously as a way of demonstrating the impact of these donations.
- Consider including an AEF Face in your Unit publication(s). Not only making members aware of AEF eligibility but giving them ideas on how to raise funds to donate to the program. Since AEF is open only to Auxiliary members, it is best to promote member-to-member within The Legion Family.
- Each Unit should keep a supply of AEF brochures at their local Post to provide to their members.

**Committee:****Auxiliary Emergency Fund (AEF)****Submitted by:**

Marie Goede, National AEF Chairman

Contact Information for Questions:

mkg1945@aol.com or Department Auxiliary Emergency Fund Chairman

Objective:

#2 Have each Department submit at least three other resources for assistance in their state to the AEF program coordinator by June 1, 2012, for use by the AEF case manager or use at the Department level.

Step-by-Step Instructions:

Here are some things your Unit can do to help members in need following a natural disaster:

- If there are other Units in your area affected by the same disaster, reach out to plan one or two events where members can receive help filling out the AEF application form and having it processed quickly. Depending on the scope of the disaster, you may want to work together to plan several events in various areas of your District. The goal is to make it convenient and quick for those in need.
- Identify a convenient and easy-to-find location (perhaps your local Post) where you can have Internet access, decent lighting for filling out applications and sufficient tables and chairs.
- Contact your Department Secretary to tell her about your plans, and ask if she will make arrangements to process the applications as quickly as possible, sending them on to National Headquarters.
- Notify the AEF program coordinator at National Headquarters via aef@ALAforVeterans.org too so that she can make similar preparations and notify the National AEF Chairman.
- Make sure one person from each Unit will be present at the event who can sign off on the application (Unit President or her pre-appointed designee) so it can proceed to the Department level.
- Be sure you have the most current AEF application form. Download it from the National website at www.ALAforVeterans.org. Look under the Members tab, then click on Resources. Pages 1-4 of the application should be completed for natural disasters.
- For the event itself, consider providing refreshments, toiletries (including diapers and feminine supplies) and any other donated items that might be helpful to those suffering the loss of their homes. Having a small amount of cash donations on hand to help with replacement of medications would also be appreciated.
- Since AEF assistance is only for members in good standing (has paid dues for the two previous years and the current year—this will be verified by the Department Secretary when she receives the application), you should invite members via word of mouth through members and your local Post home.
- Be sure members and those working the event read the AEF Frequently Asked Questions (FAQ) sheet at www.ALAforVeterans.org so they answer questions correctly.
- Compile some “justification” of the local devastation like statements from FEMA, photographs and newspaper articles. Was the town declared a national disaster? Was the American Red Cross called in? Since the members in need may have lost everything, providing the usual documentation for assistance will be difficult. Generally during a natural disaster, documented information stating the area was hit is sufficient for applicants who request help from the Auxiliary Emergency Fund.

continued

*AEF How To (Objective #2) continued*

- Ask any members who have experience with insurance (home, life, auto) to be on hand to assist. Also have contact numbers for disaster relief agencies like the American Red Cross.
- AEF Chairman or appointee completes the Unit Report section and the Unit signs off on the application (page 6). This is where you should include "Quick response to natural disaster requested," along with some information about:
 - Documentation collected by Unit.
 - Applicant's role and involvement in the Unit.
 - How the Unit plans to both financially and non-financially assist the member.
 - The unit's recommendations for the national AEF Grant Committee to consider.
- Having an Internet connection on site may allow the applicant to access information about financial obligations (mortgage, utility bills, etc.), repair estimates, and insurance that should be considered for the grant amount requested.
- Task one person (perhaps the Unit President) with keeping track of all applications to honor the confidentiality of AEF applicants and to make sure they are mailed (consider Federal Express or UPS overnight) to the Department Secretary right away. Remember that these people are probably feeling extremely vulnerable, so any consideration you can show to their emotional well-being will be a big help to their recovery. It is the kindness and prayers offered from others that help people affected by natural disasters maintain a sense of hope and strength to endure difficult days.

It may be helpful for your Unit to keep a list of additional local programs on hand as to provide your members with extra options for assistance. Below is a listing of possible resources:

- Contact your city and county government offices for a listing of local assistance programs.
- Contact utility companies in your community for a listing of their assistance programs.
- Check out your state government website for other assistance programs.
- Once you have listings, compile eligibility requirements. This may be on brochures for programs, but also check websites of each program for eligibility requirement or your local city/county government may be able to supply you with information.

**Committee:**

Auxiliary Emergency Fund (AEF)

Submitted by:

Marie Goede, National AEF Chairman

Contact Information for Questions:

mkg1945@aol.com or Department Auxiliary Emergency Fund Chairman

Objective:

#3 Assist our Department to increase their AEF donations by June 1, 2012, to at least 10 percent more than the previous years' donations.

Step-by-Step Instructions:

- Fundraising suggestions for Units:
 - Example: dinner/silent auction: The goal is to have an event with a significant number of people who can and/or will bid on donated items in a silent auction in order to raise funds.
 - Partner with a local civic organization, engage members of your community to attract additional people for your event, or plan your fundraising auction within an existing event.
 - Steps to planning your event:
 - § Select date, time, and location of the auction.
 - § Delegate committee assignments.
 - § Committees needed:
 - Item Seekers: Seek donations for silent auction (for example, items that are \$25 or greater in value). Start with vendors whom the seekers do business with regularly.
 - Dinner: Responsible for planning the meal, seeking donations of food (for example, asking for donations in the form of food or beverages from local restaurants), preparing the meal, setting up the location, gathering volunteers, and cleanup.
 - Entertainment (optional): This could be donated too; donors/performers will be considered an in-kind donor to the event.
 - Promotions (flyers, poster, radio, TV, internet, Facebook): Create flyers, post an event on Facebook, or create a short promo for radio or TV. Include where tickets can be purchased, date, time, and location and be sure to include that all proceeds will be donated to the Auxiliary Emergency Fund. Also recognize any partners or organizations that have donated items for the event. The Promotions Committee should also create an informational sheet to be handed out at the event that explains how the auction works and when the auction opens and closes.
 - Ticket Sales: Decide who will sell tickets and where. Determine the cost of each ticket. Cost should cover your expenses (such as space rental, food, beverage, etc.) plus some. Any money leftover from ticket sales can be donated to the AEF as well.
 - Unit Treasurer: Works with the Ticket Sales Committee to keep track of tickets sold and expenses incurred.
- Running the auction:
 - Have enough tables to display all bid items. Think through the traffic flow so that the most sought-after, desired items will have adequate space for people wanting to bid.
 -

continued

*AEF How To (Objective #3) continued*

- Provide one sheet per item with the minimum bid listed. Assign each item a number and include that number on the bid sheet along with space for people to write down their bids.
- Document each item and its number on a master sheet.
- Announce hours of auction during the event (i.e., announce when the auction is starting and what the end time will be, or have several signs posted in event location).
- Have volunteers on hand to monitor bid items and bids being placed.
- Announce when 15 minutes remain of closing of auction.
- Announce when auction is closed - **NO MORE BIDDING** and what the procedure is for paying for each item.
 - The highest bidder will collect his/her item and bid sheet and proceed to cashier (have three to four cashiers depending on number of items).
- After the event:
 - Send thank-you notes or place a thank-you in your local newspaper and include all those who worked/participated/donated/sponsored. List how much money was raised. Include photos of the event if you send a thank-you to your newspaper.
 - Include photos of the event to accompany the proceed check when sent to Department.
 - Make sure all donors/sponsors receive a copy of your printed recognition piece.
- Other suggestions for fundraisers:
 - bake sale
 - donate money for your years in membership at one meeting
 - cake walk
 - raffle
 - salad luncheon
 - donation jar in clubrooms
 - a dinner with all proceeds going to AEF
 - collect money for anyone who says "men" and not "Legionnaires"
 - ringing of cell phones during meeting
 - using "I" instead of "we"
 - using "my" instead of "our" (i.e., "my secretary")
- Fundraising ideas for Districts:
 - At a District function, have members donate items for a silent auction chaired by the District AEF chairman.
- Fundraising ideas for Departments:
 - At a Department function, have a combined silent auction, bake sale, theme basket sale, book sale, etc., with items donated by The American Legion Family. This event would be chaired by the Department AEF chairman.