



Pod— Youth Development

- Children & Youth
- Liaison to Child Welfare Foundation
- Junior Activities
- ALA Girls State

Liaison to Child Welfare Foundation

2011-2012 American Legion Auxiliary Plan of Action

Purpose: Our primary goals are to educate members and the general public about the Child Welfare Foundation and its mission, and to provide financial assistance to The American Legion in their efforts to award grants to nonprofit organizations whose primary function is to educate the public about the needs of children across the nation.

Committee Contact Information

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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.

Liaison to Child Welfare Foundation

Programs and Activities

The Child Welfare Foundation was formed to provide assistance to nonprofit organizations to educate the public about the need for the care and welfare of our nation's children.

In 1952, Department Commander Dr. Garland D Murphy Jr. of Arkansas came to The American Legion with an offer to provide a valuable contribution with the provision that his gift could be used solely for children. After much study and discussion, the idea of a foundation was adopted. Later that year, the National Executive Committee appointed a special committee to determine the feasibility of establishing such a proposed foundation. After the legal work was completed, and on July 9, 1954, the foundation was duly incorporated under the laws of the State of Indiana. In 1955, it gave its first three grants totaling \$22,500. To date, more than \$10 million has been awarded to organizations to assist the children of this country from The American Legion Child Welfare Foundation. Though created by The American Legion in 1954, The American Legion Welfare Foundation is a separate 501(c)(3) corporation.

The highest priority of the Child Welfare Foundation is to provide other nonprofit organizations a means to educate the public about the needs of children across the nation. It is an exceptional gift for exceptional children. Not all American children grow up inside the comfortable definition of normal childhood development. For thousands, each day is a challenge marked by pain, prayer and perseverance. Many of these youngsters require specialized care. To overcome their obstacles, they need help from you and The American Legion Child Welfare Foundation.

The foundation accepts proposals from nonprofit organizations for projects that contribute to the physical, mental, emotional and spiritual welfare of children through the dissemination of knowledge about new and innovative organizations and/or their programs designed to benefit youth.

The vast majority of donations come from the membership of The American Legion, American Legion Auxiliary, Sons of The American Legion and the Eight & Forty. Your support allows the foundation to continue funding projects that improve the quality of life for our nation's children. The American Legion generously takes care of our overhead costs. As a result, all of the money donated is entered into the trust fund to be used for grants. Few, if any, other foundations can make that claim.

Brochures, reports, materials and further information are available at www.cwf-inc.org/.

A. Child Welfare Foundation Awards by The American Legion

1. Legacy Award: A plaque presented at National Convention to the top Department based on combined total contributions of The American Legion Family during contribution year (June 1, 2011, through May 31, 2012).
2. Garland M. Murphy Jr. Award: A plaque presented to one Department from each organization of The Legion Family with the greatest contributions to The American Legion Child Welfare Foundation during contribution year (June 1, 2011, through May 31, 2012). Plaques awarded at their National Convention.
3. Excellence Award: A plaque presented to one of 10 Departments from each organization of The Legion Family with the highest per capita contribution average for the contribution year (June 1, 2011, through May 31, 2012). Citations mailed to the runners-up.
4. "Heritage Circle" Gift Club: A plaque presented to Departments of The American Legion Family for their cumulative donations during the contribution year (June 1, 2011, through May 31, 2012). Plaques will be mailed September 1, 2012.

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Liaison to Child Welfare Foundation

Benefactor - \$5,000 Patron - \$2,500 Sponsor - \$1,000

5. Meritorious Achievement Award: A plaque presented to the top Department in each organization with the highest increase in per capita giving to The American Legion Child Welfare Foundation during contribution year (June 1, 2011, through May 31, 2012). Plaques will be mailed September 1, 2012.
6. “Children First” Gift Club: A plaque presented to an organization (Post, Unit and Squadron) for their cumulative donation made during the contribution year (June 1, 2011, through May 31, 2012).

Guardian - \$1,000 Advocate - \$750 Caretaker - \$500

7. “Cornerstone” Gift Club: A pin awarded to individuals for their cumulative donations made during the contribution year (June 1, 2011, through May 31, 2012).

Foundation Ambassadors - \$1,000 President’s Circle - \$500
Foundation Partners - \$250 Century Club - \$100

Resources

1. The American Legion Child Welfare Foundation www.cwf-inc.org/
See program page on www.ALAforVeterans.org for additional resources.

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refer to the *How To* component at the end of this section.



Committee:

Liaison to Child Welfare Foundation

Submitted by:

Elsie Bailey-Comer, Past National President (2002-2003)

Contact Information for Questions:

children&youth@ALAforVeterans.org

Objective:

Provide financial assistance to The American Legion in their efforts to award grants to non-profit organizations whose primary function is to educate the public about the needs of children across the nation.

Step-by-Step Instructions:

- Set up a calendar to plan small fundraising activities for each monthly meeting that can also provide a bit of fun during or after the meetings. A few suggestions:
 - First meeting: Provide each member with a small bag/box/bank and ask them to put their change in the bag every Friday. Bring the container filled with coin at the final meeting of the year.
 - Remember “10 Cents a Dance”? Well, instead, host a “10 Cents a Door”. Take a cute container to the meeting and ask each member to drop a dime in the container for every door in their house.
 - B-I-N-G-O! Everybody loves bingo, so play it! A quarter a game! Four games after the meeting will provide a bit of entertainment. Winner of each game receives half of the proceeds, and the other half goes to the Child Welfare Foundation.
 - Holiday exchange: Rather than exchanging gifts, take a holiday stocking to the meeting and fill it with money for our “kids!”
 - Time for 50/50! Proceeds will add to your Child Welfare Foundation donations.
 - “A Penny an Inch” - Collect a penny for each inch of a member’s height. Be prepared! Take a measuring tape to the meeting just in case someone doesn’t know how tall they are.
 - “A Nickel a Clasp” - Collect a nickel for every button, belt, tie, zipper, hook and eye, snap, etc. (remember the bra) that members have on their attire.
 - Remind members to bring their bags of coins to the final meeting.
 - Final meeting: Collect the bags and count the money together.
 - Keep a running total of the monies collected, and make the announcement of the grand total at the final meeting. Show appreciation by treating everyone to cookies, mints, lollipops, or any kind of treat. Some of these activities might encourage attendance at future meetings.



Pod: Youth Development

Committees included: Children & Youth, Liaison to Child Welfare Foundation, Junior Activities, and ALA Girls State

Submitted by:

Janet Jefford, Lisa Williamson, Elsie Bailey-Comer, and Kathy Dungan

Contact Information for Questions:

Janet Jefford: jjefford@goodwin.edu or 860-432-7280

Elsie Bailey-Comer: lcnj@verizon.net or 732-350-1614

Lisa Williamson: williamson@gci.net or 907-388-3264

Kathy Dungan: kdungan@hughes.net or 601-643-2383

Objective:

Adopt a Military Kid Project

Step-by-Step Instructions:

- Choose one Unit member to lead the project.
 - Assemble a committee.
- Find a military family. Adopt their children.
 - Contact the Family Readiness Group or Family Support Group at your local armory or military installation.
 - Contact school counselors and churches.
 - Reach out to your Legion Family.
- Arrange a meeting with the child's family to explain what you want to do.
- Offer a Legion Family gift membership to all members of the family.
- Committee should brainstorm to find an activity they can do at least every month to support the child. Some examples:
 - Recognize birthdays and holidays with card and letters.
 - Invite the children and family to Unit and Post events.
 - Special trips or excursions to the mall, movies, bowling, etc.
 - Slumber parties with junior members.
 - Host holiday parties and invite the Legion Family.
 - Present a backpack filled with school supplies for start of school.
 - Celebrate an achievement – such as a school award the student might have received.
 - Have your Junior members act as mentors or tutors.
 - Bring the children with you to distribute poppies.
 - Bring the children to ALA Girls State. Maybe they can help the Girls Staters do an Operation: Military Kids project. They can also share their thoughts and feelings on what it means to be part of a military.
- Set up a monthly calendar of events. *See attached Suggested Calendar.*
- Assign a member to monitor each monthly activity.
- Perhaps you may consider doing things to support the entire family.
- Be sure to include your Public Relations chairmen on your committee. Submit articles and pictures to your local newspaper. Don't forget to obtain permission before releasing any photos. Junior members can help you use social networking tools.
- Keep a journal. Write down what works and what doesn't work. Send a mid-year report to your Department Chairmen.
- In May, report this project to your Department Chairmen and to your National Committees.



Pod: Youth Development

Committees included: Children & Youth, Liaison to Child Welfare Foundation, Junior Activities, and ALA Girls State

Objective:

Suggested Calendar, Every Month – remember family birthdays/events as well as TAL Family events.

August

- School supplies/backpacks
- Shopping for school clothes

September

- Labor Day
- Slumber party with Juniors

October

- Plan for Education Week
- Halloween

November

- Veterans Day
- Education Week
- Thanksgiving – food basket service project?

December

- Christmas - food basket service project?

January

- New Year's
- Make A Difference Day – MLK Day – Service project?

February

- Valentine's Day
- Presidents' Day

March

- St. Patrick's Day
- Legion Birthday

April

- Easter
- Children & Youth Month

May

- Recognize school awards
- Mother's Day
- Memorial Day ceremonies and poppy distribution
- Report this project to your Department Chairmen and to your National Committees

June

- Visit ALA Girls State
- Flag Day
- Father's Day

July

- Fourth of July – parades?
- Christmas in July



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