

ANNUAL REPORT FOR 2011/2012

How to Use the Impact Report Form and 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.

IMPACT REPORT

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

NOTE: There are worksheets to help you keep track of your service hours through the year included at the back of this packet. These can also be downloaded online for electronic tracking at www.alaforveterans.org.

Why report these numbers? What does it matter?

The simplified 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; the unit reports will be compiled into district reports; all district 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 Impact Numbers Tracking Worksheet (described below) makes this part easy.

This 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 and District Treasurers can track donations or dollars used for mission-related activities.

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 service members 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.

IMPACT NUMBERS TRACKING WORKSHEET

Include in this packet are tracking worksheets for Members, Units and Districts for you to manual fill out. On the National website, www.alaforveterans.org, you will find these tracking worksheet in an easy-to-use downloadable spreadsheet on which you can record your hours throughout the year. 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.

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 *Annual Program Narrative Report*, and submitted to the appropriate program chairman. This report is separate from the *Impact Report Form* and is optional for Units and Districts.

Use the narrative report form to report your program activities not included in the *Annual Impact Report*. Using the *Annual Program Narrative Report*, submit a narrative for any program in which your unit or district 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.

You may submit this narrative report for any or all programs and by program groupings, aka “Pods”.

Please keep copies of everything you submit. Pictures and report materials will not be returned once submitted.

Reporting by program groupings, aka “Pods”

If preparing a “Pod Report” there is no need for separate program reports.

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 “Pods” are new for 2011-2012. The goal is to simplify how members learn about, understand, and deliver our programs.

DUE DATES FOR IMPACT AND NARRATIVE REPORTS

MEMBERS – Send a copy of the Member Year End Report/Narratives to your Unit President or designee assigned by your Unit by April 15th, 2012.

UNITS – Compile the numbers from your unit members and send a copy of the Unit Year End Report/Narratives with your unit’s to your District President by May 1st, 2012.

DISTRICTS – Compile the numbers from your Units using the District Year End Report/Narratives and send a copy to Department Headquarters by May 15th, 2012.