

# ANNUAL REPORT INSTRUCTIONS

## How to Use the Unit Annual Narrative Reports

There are two types of end-of-year reports: narrative (written) and impact (cumulative numbers).

**NARRATIVE REPORTS:** Unit Narrative reports are due to Department Headquarters by April 14, 2017.

Each department chairman must send mid-year and year-end narrative reports for her specific program to her national committee chairman and division committee chairman. Therefore, all units are asked to complete the narrative reports. Units should submit ONE report for EACH program the unit participates in. **It is okay not to work EVERY program!** For instance, if a Unit only distributes poppies to support our veterans and marches in the annual Memorial Day Parade, the Unit would simply complete a Poppy Narrative Report, a VA&R Narrative Report (to show how the poppy money was spent) and an Americanism Narrative Report (to report about the parade). The unit does not need to submit reports for the other programs if they do **NOT** have any activities in them.

Units may include pictures, stories, newspaper clippings, flyers, news articles, activity reports or anything that helps to share success stories and shows activities that serve the ALA mission. The narrative reports don't need to be complicated. They 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!

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

Upon receipt of the Unit Narrative Reports, department staff will separate the reports by program and mail each report to the appropriate Department Chairman so she can complete her report to national. *NOTE: Units should not submit only one report describing all their activities throughout the year as staff does not have time to read through these reports to determine which program(s) the activities apply to.*

### **NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE:**

Units that demonstrate success in at least two ALA mission outreach programs are encouraged to submit an entry form for the National President's Award for Excellence, including a narrative on how the unit fostered a climate of goodwill within the unit. Entry form must be filled out completely and included with your story and photos. The entry form is available in the National Plan of Action and on the ALA website ([www.ALAforVeterans.org](http://www.ALAforVeterans.org)) and must be submitted to National Headquarters by June 1, 2017.

*Everyone* is encouraged to send success stories and photos throughout the year to [ALAmagazine@ALAforVeterans.org](mailto:ALAmagazine@ALAforVeterans.org).

# **ANNUAL REPORT INSTRUCTIONS**

## **How to Use the Unit Year-End Impact Report**

**IMPACT REPORTS:** Unit Year-End Impact Reports are due to District President by April 14, 2017.

To compile 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 every unit to submit a Unit Year-End Impact Report. The Unit Year-End Impact Report is a simplified “by the numbers” report. It is not program specific. When completing the Unit Year-End Impact Report, please report “best-estimate” numbers that encompass whatever ALA mission-related activities your members completed. Unit treasurers can track donations or dollars spent on these activities.

Under “service for veterans,” units are asked to report the value of “in-kind donations.” 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. It is a way of capturing the value of what someone else provided that saved you from having to pay for it. Another example would be if a member who is an attorney donated their services to help the unit with a legal matter. Estimate the value of the donated items or services and record the value as “In-kind donations” received.

A Member Tracking Form is provided as a tool for each member to track her own hours and resources used while working the mission throughout the year. Then, when it's time to send her report to her unit, hours are tracked on one sheet and ready to submit. The tracking form is **OPTIONAL** but can help the Unit President compile the members' information for the Unit Year-End Impact Report. As a member of the American Legion Auxiliary, it is important that every member report her contributions to support the efforts of our international organization. Our collective impact matters! Each organizational level flows up to the next and we end up with an impressive collective Auxiliary impact. This is the most basic and critical step in reporting. Even members who don't attend meetings are volunteering, so let's capture every hour we can. Members who are unsure of how many or where to count hours, should use their best judgment; just be sure to only report numbers one time in one place.

If units and members want to report an activity for which there is no impact category listed but believe the activity serves the American Legion Auxiliary mission, this information should be included on the appropriate Unit Narrative Report form. There are separate narrative report forms for each Auxiliary program. Narrative Reports only need to be completed for the programs in which a unit participated. For example, if a unit did not conduct any activities related to the Education program, they do not need to complete an Education Narrative Report. See Narrative Report instructions above.

### **DEADLINES:**

Member Reports are due to their Unit President by April 1, 2017.

Unit Narrative Reports are due to Department Headquarters by April 14, 2017.

Unit Impact Reports are due to District Presidents by April 14, 2017.

District Impact Reports are due to Department by May 1, 2017.

### **The ALA Annual Year-End 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 Member Tracking Form.



ALA Member reports volunteer service to Unit President by April 1, 2017.



Unit President compiles members’ numbers and sends the Unit Year-End Impact Report to her District President by April 14, 2017.



Unit President completes Unit Annual Narrative Report(s) and sends to Department by April 14, 2017.



District President compiles units’ numbers and sends the District Impact Report to Department by May 1, 2017.



Department sends Unit Annual Narrative Reports to respective Department Chairmen by May 1, 2017.



Department Chairmen review Unit Annual Narrative Reports and submit Department Program Year-End Reports to National Chairmen by May 15, 2017.



Department compiles district numbers and sends Department Year-End Impact Report to National Headquarters by June 1, 2017.



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!