



American Legion Auxiliary, Department of Wisconsin
ANNUAL YEAR-END IMPACT REPORT FORMS
2017-2018

Why report these numbers?

Every hour, every dollar that ALA members invest in our mission of helping veterans adds up. It not only gives each member a sense of pride in belonging to the world's largest patriotic women's organization, but it allows us to demonstrate our effectiveness to the world. Each small sum of numbers gets added into the collective numbers that are called Impact Numbers. These numbers proclaim our impact and make membership in the ALA meaningful.

These numbers are also reported to The American Legion which includes them in its annual report to Congress. To make this process easier for you, it was simplified and the form has been condensed to essential information. If you aren't sure, even giving an estimate is better than not reporting at all.

How to complete the Impact Report Form

1. **Each ALA member** should fill out the Member Form and give it to her Unit President by April 1, 2018.
2. The Unit President (or her designee) compiles all of the members' data on the Unit Form and adds any additional data not reported individually by unit members. This form then gets forwarded to the District, which compiles the information and forwards the data to Department.
3. It is more important that you report information in one section of the form only rather than worry if you have selected the right category. For example, if you provide a service for children, it should go in either Service for Military Families (for example, camps for military children only) or Service for Children & Youth (Legion Family camps for all children) but not in both places.
4. Please round to whole dollar values (for example, \$149.50 should be \$150).

Report Simplifications

1. All service for all military whether active duty, retired, or reserve component is now combined in one section.
2. Each section has better defined examples of the service that should be reported.
3. "**Line numbers**" and "**Obtain Total From**" columns have been added to help in transferring data from form to form. For example, Units can find the number of Volunteer Hours for Military Families on Line 5 of the Member Form.

A helpful monthly worksheet is available to assist members in tracking their volunteer hours and donations.

Thank you for taking the time to REPORT your VALUABLE SERVICE and helping us TELL OTHERS about our INCREDIBLE IMPACT!

ANNUAL YEAR-END REPORT INSTRUCTIONS

There are two types of end-of-year reports: impact (statistical) and narrative (written). **Please keep copies of everything you submit. Pictures and report materials will not be returned.**

How to Use the Unit Year-End Impact Report

IMPACT REPORTS: Each Unit should submit the Year-End Impact Report to its District President by Friday, April 13, 2018.

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 to their District President. The Unit Year-End Impact Report is a statistical “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 provide the numbers for donations or dollars spent on these activities.

Under “Service for Veterans/Military,” units are asked to report the value of “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 distributed or sent 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 her 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.

As members 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! A Member Tracking Worksheet 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 is time to send her report to the unit, hours are recorded 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. Even members who don’t attend meetings are volunteering, so please capture every hour possible. 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. Each organizational level flows up to the next and we end up with an impressive collective Auxiliary impact report. This is the most basic and critical step in reporting.

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, it does not need to complete an Education Narrative Report.

How to Use the Unit Annual Narrative Reports

NARRATIVE REPORTS: Unit Narrative reports are due to Department Headquarters by Friday, April 13, 2018.

Each department chairman must send mid-year and year-end narrative reports to the national and division committee chairmen summarizing activities done throughout the state in support of each specific Auxiliary program. 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 their local community Memorial Day Parade, the Unit would simply complete a Poppy Narrative Report, a VA&R Narrative Report (to show how the poppy money was used) 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 do not 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! Keep copies of everything you submit as 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 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 and forward them to the necessary chairmen.*

DEADLINES:

Member Reports are due to their Unit President by April 1, 2018.

Unit Impact Reports are due to District Presidents by April 13, 2018.

Unit Narrative Reports are due to Department Headquarters by April 13, 2018.

District Impact Reports are due to Department by May 1, 2018.

Unit entries for National President's Award for Excellence are due to National HQ by June 1, 2018.

UNIT YEAR-END REPORT PROCESS AT-A-GLANCE

IMPACT REPORTS

Year-End IMPACT Reporting Process

ALA members volunteer and raise resources to do the ALA's mission throughout the year, and record the service hours using the Member Tracking Form.



ALA Member reports volunteer service to Unit President by April 1, 2018.



Unit President compiles members' numbers and sends the Unit Year-End Impact Report to her District President by April 13, 2018.



District President compiles units' numbers and sends the District Impact Report to Department by May 1, 2018.



Department compiles district numbers and sends Department Year-End Impact Report to National Headquarters by June 1, 2018.



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!

NARRATIVE REPORTS

Year-End NARRATIVE Reporting Process

ALA members support the ALA's mission throughout the year and report their activities to Unit President by April 1, 2018.



Unit President completes Unit Annual Narrative Report(s) and sends to Department by April 13, 2018.



Department sorts and distributes Unit Annual Narrative Reports to respective Department Chairmen by May 1, 2018.



Department Chairmen review Unit Annual Narrative Reports and submit Department Program Year-End Reports to National Chairmen by May 15, 2018.



Units applying for a National President's Award for Excellence submit national award cover sheet with narrative on how the unit fostered a climate of goodwill and pictures to National Headquarters by June 1, 2018.



National Chairmen review Department Program Year-End Reports and present cumulative report at National Convention.

National President reviews entries for Awards for Excellence and selects five winners to highlight at National Convention.