



American Legion Auxiliary

*A Community of Volunteers Serving Veterans,
Military, and their Families*

TO: National Executive Committee Members, National Officers, National Chairmen, Past National Presidents

CC: Dept Presidents; Dept Secretaries, NHQ Staff; National Committee Members

From: Kelly Circle, Executive Director

Re: Weekly Briefing 10-16-2020

Auxiliary Emergency Fund

The AEF application has been updated and is available online! Our hope is it is a clearer process for members, allowing them to receive the help they need quicker. As the new website comes out, it will become an even more efficient process!

In the past two weeks alone, we have awarded 20 disaster grants, totaling \$22,223. While it saddens the heart to know so many of our members are in need, it's uplifting to know we have been able to help. Please help us spread the word – members can donate or submit a grant application at <https://www.alaforveterans.org/Programs/Auxiliary-Emergency-Fund/>

Development update

In other good news, we have officially been awarded \$75,000 from the Child Welfare Foundation to support our scholarship funds! This revenue was not included in the budget, so this is very helpful in reducing our deficit. We also surpassed our net revenue budget on our wall calendar direct mail campaign by \$3000. Our Development team is working very hard and having great success this quarter! Thank you to all for your support and contributions!

ALA Academy Live Mission Delivery – Basic Training

This popular course is on the October schedule again! An introduction to our traditional, face-to-face Mission Training, this virtual Live course will combine many elements from Mission Training 101 and 201. During the hour-long webinar, you will learn about how to discover the mission needs in your own community and think differently about how we get others to join us in this service. We encourage you to share this information with our Unit and District Presidents.

Registration is open now: <https://cvent.me/MQAqOL?RefId=NECupdate>

Session Date: Monday, October 26, 2020 – 8:00 PM EDT

ALA Academy Live – American Legion Auxiliary Foundation Grants Panel

This is your chance to learn how to get your mission-focused project funded by the ALA Foundation. The ALA Foundation has awarded over \$480,000 in grants to ALA units and departments over the last eight years.

In this FREE virtual panel, you will learn how to apply for grants for things such as a local Veterans Creative Arts Festival or promoting the Auxiliary while working the mission. The virtual panel will be hosted twice:



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- Oct. 28 at 7 p.m. ET
- Nov. 2 at 9 p.m. ET

[Register](#) for this FREE member benefit today. This session is for any member, so please share with your Unit and District Presidents.

Registration link: <https://cvent.me/eb9Gez?RefId=NECupdate>

Staff notes

We are pleased to announce the promotion of Diana Giraldo to the position of Accounting Manager. Diana joined the American Legion Auxiliary 6 years ago as an Accounting Coordinator, and most recently was our Staff Accountant. She holds an Associate's Degree and Bachelor of Science Degree in Accounting.

In this new position, she will be assisting the Director of Finance with financial affairs to include budget preparation, accounting functions, preparing financial analysis, and supervising employees performing various accounting duties. We are sure that Diana will continue to bring fruitful experience in her expanded role. Please join me in congratulating Diana on her promotion.

Director of Development, Madison Maves, completed the renewal of her Certified Fund Raising Executive (CFRE) status. As a recognized leader in the Development industry, she represents our organization well!