



Pass It On

2013-2014 Annual Summary for ALA Unit 1 in DC



Children & Youth / Education

- **Children & Youth**
 - Joined by local interns, we volunteered at TAPS and assembled 105 Resource Kits for families of fallen servicemembers.
- **Education**
 - We mailed *Box Tops for Education* to a military family for their children's schools.
 - We donated \$1 for each member to the National President's Scholarship.





Community Service

- **We mobilized volunteers in service for Honor Flights, Operation Homefront, TAPS and Wreaths Across America.**
- **Participated on ALA Days of Service:**
 - For Memorial Day, we tabled with Post 1 on the National Mall.
 - For 9/11 Day of Service, we joined the ALA National President Nancy Brown-Park to make dinner for the DC Fisher House residents.
 - For MLK Day of Service, we tabled at a service fair for military families.
 - For Presidents' Day, we returned to the DC Fisher House to make lunch for the residents.
- **We joined VVA Chapter 641 on their monthly washes of the Vietnam Wall.**

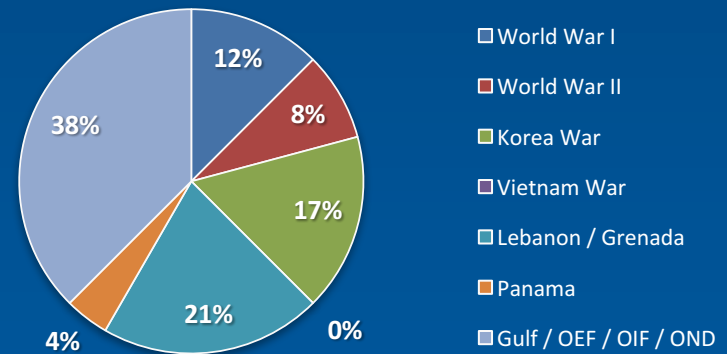




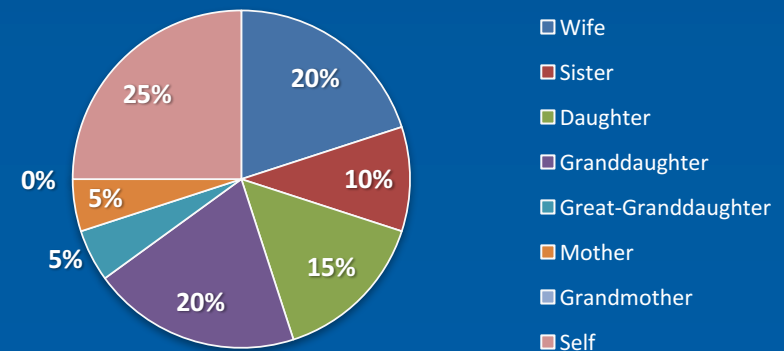
Membership

- **Unit 1 has 20 members!**
 - 6 are new members.
 - 38% of our eligible veterans served in the Gulf War / War on Terrorism.
 - 25% of members are eligible in their own right.
- **Members live in DC and six other states.**
- **Members average 3.25 years of ALA membership.**
- **We have an average age of 44 years old.**

Conflict Period the Eligible Veteran Served In



Member's Relation to Eligible Veteran





National Security

- **When a Post 1 Legionnaire/Marine deployed:**
 - For his family, we sent a gift card to Mom's favorite store and some money for Mom to go to the spa! Included in the care package were notes from several of our members.
 - For him, we sent reading materials and hot cocoa.
- **We participated in American Red Cross' Holiday Mail for Heroes program. Members signed cards at the November meeting and encouraged friends family and co-workers to participate! We sent 160 cards.**
- **We joined Operation Homefront's DC Metro Chapter to stuff 1,200 backpacks with school supplies for the children of lower enlisted servicemembers.**



Public Relations

- **Military Times' #MyVeteran Campaign**
 - Using Twitter we highlighted our female veteran members for their service (and included that they were ALA members too). All three tweets were selected by Military Times to be included in the campaign!
- **VA Guest Blog**
 - Following the Wreaths Across America clean-up, we submitted a guest blog to the Department of Veterans Affairs. The blog focused on volunteerism and encouraged anyone to contact their local ALA to do so.
 - The post was featured in an IAVA Daily News Brief as well!

#MyVeteran
CELEBRATING THE SERVICE AND SACRIFICE OF OUR SERVICE MEMBERS

Like (1.9k) 81 9

Story by Military Times an hour ago 1 0 47

Our #MyVeteran campaign

Share photos, videos and messages about that special veteran in your life

It's not too late to honor your favorite veteran this Veterans Day. To contribute to our anthology, share your messages, photos and videos on social media using the hashtag [#MyVeteran](#).

Don't miss this chance to surprise your veteran with a tribute on the [militarytimes.com/myveteran](#) website! And pass this link along to your friends so they can join in on the celebration, too.

We join you in thanking all those who have served.

– The Military Times team

Helping servicemembers and their families get their financial lives **Squared Away** [Learn More](#) **FirstCommand** ADVERTISEMENT

Military Times Subscription
Subscribe now for one of our publications.

ALA Unit 1 in DC @ALAU1inDC
#ALA mbr, #AirForce vet & homeless female vet advocate @MsVetAmerica! Denyse Gordon is #MyVeteran (Pic @TUSAmplifies)
7:59 PM - 1 Nov 2013
1 RETWEET 1 FAVORITE

ALA Unit 1 in DC @ALAU1inDC
Our Pres @VickyPridemore (on rt), #Army vet, @AmericanLegion officer & vol for @TeamRWB is #MyVeteran extraordinaire!
8:40 PM - 1 Nov 2013
2 RETWEETS 4 FAVORITES

Sharon Riegsecker @riegsecker
#MyVeteran/#MyHero is my mom, #Army vet Capt Riegsecker! @ALAU1inDC+ @AmericanLegion mbr. 1st female #ROTC cadet 2 graduate fm @MercerYou.
9:24 PM - 1 Nov 2013
1 RETWEET 1 FAVORITE



Public Relations—Communications

- **We continue to send out a monthly e-newsletter that includes Auxiliary, Legion and community members.**
 - Our April issue went to 90 people.
- **We've maintained our website.**
 - www.ALAUnit1inDC.org continues to have good traffic.
 - 389 visits since July (when we incorporated analytics).
- **We've improved our social media presence and share info on the ALA and the sector.**
 - Facebook (72 likes)
 - Twitter (97 followers)
 - We've even had several interactions from our national volunteer partners.
 - Storify
 - Our most recent addition.
 - We use this platform to highlights our mentions across social media in one place.



Veterans Affairs & Rehabilitation

- We joined with the ALA Department of DC to help with the Holiday Gift Shop at the DC VA to provide long-term care hospitalized veterans with presents for their loved ones.
- We assisted with the DC Point-In-Time Count to count the local homeless population.
- Working with DC's CRRC, we donated 630 Tide Pods and 716 feminine hygiene products to homeless and at-risk veterans.
- To assist local disabled veterans using fly fishing as a form of rehabilitation, we donated 32 pairs of trail socks to Project Healing Waters.





Other Committees

- **Americanism**
 - Encouraged members to (a) ensure they were registered to vote and (b) encourage their friends and family to register to vote in conjunction with Celebrate National Voter Registration Day.
- **Auxiliary Emergency Fund**
 - We donated \$1 for each member to the national AEF fund.
- **Legislative**
 - Members attended both of the National Commander's Congressional testimonies.
 - Members attended the Military Coalition's rally during the sequestration in support of The American Legion.
- **Past Presidents Parley**
 - We are finalizing nominations for the Servicewoman of the Year award.



Members also...

- Lead a running group of veterans, servicemembers and their families with Team Red, White and Blue.
- Volunteered with and donated to Final Salute, a nonprofit providing homeless women veterans with safe and suitable housing. This includes helping to organize the *Stand Up for Female Veterans* event to provide female veterans of all eras and current female servicemembers with free business attire, dress shoes, makeovers and headshots.
- Helped a homeless couple where the husband is a veteran and the wife had just come out of a four-day coma after being hit by a car. She paid for the wife's antibiotics, drove them to get a hot meal and told them about avenues that could help them.



Finances—Money In, Money Out*





In Summary...

- **In service to veterans, we:**
 - Volunteered **332** hours.
 - Spent **\$420.52**.
 - Received **\$22.00** in donations/discounts.
 - Assisted **757** veterans.
- **In service to current servicemembers, we:**
 - Volunteered **87.5** hours.
 - Spent **\$5.00**.
 - Assisted **58** servicemembers.
- **In service to military families, we:**
 - Volunteered **91** hours.
 - Spent **\$137.50**.
 - Assisted **267** military families.