



# **National Children & Youth Committee**

**The American Legion's  
Combined National Americanism Conference**

September 27 - 29, 2024  
Indianapolis, Indiana



# **Introduction**

## **Jeff Hicks (NJ)**

*Chairman, SAL National  
Americanism Commission*

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# Mission Statement

*The Sons of The American Legion, National Children & Youth Committee, focuses on strengthening the family unit, working with quality organizations that provide services for children, and providing communities with well-rounded programs that meet the needs of our nation's young people.*

# *Overall program:*

- American Legion Children and Youth programs
  - Veterans and Children Foundation (VCF)
  - Child Welfare Foundation (CWF)
  - Children's Organ Transplant Association (COTA)
- American Legion Family Day
- Parent/child Initiative
- National Convention Youth Academy

# Veterans and Children Foundation (VCF)

(2023-2024 goal was to raise \$380,743 based on Squadrons donating \$1 per member)

- Raised approximately \$70k per CSR reporting
- Reason / Findings for not making goal
  - Limited resources and documentation on the program
  - Lack of CSR reporting on the squadrons
  - No incentives for the squadrons that donate to the program such as awards or ribbons

# Veterans and Children Foundation (continued)

(2024-2025 goal is to raise \$500,000 per the direction of SAL National Commander Navarette)

- Approximately \$1.25 per member
- Developed an Ad-hoc VCF Committee to assist with goal
- The National C&Y Committee will research the idea of providing awards and/or ribbons for donations to VCF

# Child Welfare Foundation (CWF)

(2023-2024 goal was to raise \$380,743 based on squadrons donating \$1 per member)

- Raised a total of \$489,185.60 which is \$1.28/member
- Hit the \$10 million in donations milestone; starting in 1988
- \$684,050 was awarded in grants in 2024

# Child Welfare Foundation (continued)

(2024-2025 goal is to continue \$1 per member)

- Working on new merchandise ideas for 2025 convention
- New slogan campaign; “Feel like heaven, if we hit 11!”



# Children's Organ Transplant Association

*Mission: The Children's Organ Transplant Association (COTA) helps children and young adults who need a life-saving transplant by providing fundraising assistance and family support.*

- Bring awareness to the program
  - \$160 million raised since 1986
  - Over 1,000 patients supported
  - Zero (0) cost to families!
- Working with Detachments to see who is actively supporting the program

# American Legion Family Day

- Promoting American Legion Family Day on the last Saturday in April.
- Send out flyers and advertising to the local community to promote the event.

# American Legion Family Day (continued)

- Family Day 2024 was a success as Posts throughout the country opened their doors to the community!



# Parent / Child Initiative

(Develop a program to support our younger members that involves both the parent and child.)

- The National C&Y Committee introduced a youth garden where children can grow their own vegetables with assistance from parents/adults.
- Garden included a pizza-shaped planter to grow pizza toppings and herbs such as basil and oregano.
- The pilot program was located in Maryland.

# Parent / Child Initiative (continued)

- Youth Garden received national and local recognition!
  - Article in legion.org
  - Articles in local and national newspapers
  - CBS news clip that reached at least 16 states
  - Articles in both the SAL Roundup and Millennium



# Parent / Child Initiative (continued)



# Youth Academy at National Convention

## Agenda:

- Flag education
  - How to fold the flag
  - How to salute the flag
- ALA Jr. Patch Program (Americanism Patch)
- Louisiana State Police vehicle display and education program
- Snacks/drinks and a bag full of goodies for the kids



**SONS OF THE AMERICAN LEGION**  
NEW ORLEANS 2024

## National Children & Youth Academy

**SATURDAY, AUGUST 24, 2024 8:30AM-12:30PM**  
NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER  
ROOM 206, SECOND FLOOR

Calling all school-aged American Legion Family members. Join us for the 2024 National Children & Youth Academy. The earlier we involve our youth, the brighter our future will be!

**TRAINING WILL INCLUDE:**  
FLAG EDUCATION  
ALA JR. PATCH PROGRAM  
LOUISIANA STATE POLICE  
VEHICLE DISPLAY & EDUCATION PROGRAM

**SCAN ME**



**TO REGISTER!**

**AMERICAN LEGION AUXILIARY**

**LOUISIANA STATE POLICE**

**NATIONAL CONVENTION 52<sup>ND</sup> SONS OF THE AMERICAN LEGION NEW ORLEANS 2024**



*Thanks for your attention!*  
*Any questions?*