

AUGUST2025 MEMBERSHIP IMPACT REPORT

A Report from American Legion National Headquarters



VOICES

"I can't imagine this is not something that these guys don't talk about the rest of their lives. And the way we won it with 13 guys banding together ... you could not ask for anything more from these guys. It's just special."

- Larry Bowles, coach of the 2025 American Legion World Series champions from Chesapeake, Va., after his Post 280 team defeated League City, Texas, 5-0 in the title game Aug. 19 in Shelby, N.C., capping a 27-4 season.



400,000

Sons of American Legion members, an all-time record, set on Aug. 10.

\$235,000

Amount presented in a check to The American Legion Veterans & Children Foundation from the American Legion Department of Maryland's Gold Star Legacy Run, bringing its 10-year total to \$1 million in support of the national Legacy Run. The check was presented at Post 8 in South Boston, Va., on the eve of the 2025 ride.

¥¥\$986,035

Amount raised by the American Legion Riders and American Legion Family for the organization's Veterans & Children Foundation, more than \$400,000 of which was collected on the five-day 2025 Legacy Run. All funds raised go directly to the VCF, which provides funding for American Legion service officers and the Temporary Financial Assistance grant program, which provides support in times of financial crisis for military/veteran families with children at home.



Miles pedaled across five states by six American Legion Family members who rode their bikes from Dallas to Tampa, arriving Aug. 23, for the 106th National Convention. Their mission: to promote the Legion's Be the One effort to reduce veteran suicide and to raise funds for PTSD treatment programs.

** 1,400+

Participants in the USA 250 Challenge in support of the Veterans & Children Foundation, The American Legion Family's three-tiered celebration – fitness, wellness and service – of the nation's 250th birthday.

3 2,295,365

Views of the American Legion World Series on the National Headquarters Facebook platform in August, with a total reach of 462,100 and more than 23,800 interactions.

\$1,995,917,901

Amount in VA benefits awarded to veterans receiving free American Legion claims and appeals assistance for the month of July.

\$342,000

Amount in American Legion Baseball All-Academic Team scholarships awarded to 126 players since 2012.

4 \$4,559,081

Amount in retroactive VA disability benefits awarded in August to veterans receiving free American Legion representation in their appeals claims.



Number of congressional hearings, out of 29 so far in the 119th Congress before the House and Senate Committees on Veterans' Affairs, in which The American Legion has delivered testimony.



VA Informal Hearing Presentations prepared in August free of charge by American Legion claims representatives assisting veterans appealing VA claims decisions.

VOICES

"What you have seen is that there has been no degradation in services. We have completed the most amount of disability claims completions ever, over 2.5 million, and we've exceeded last year's production way ahead of schedule."

- Margarita Devlin, Acting Principal Deputy Under Secretary for Benefits at the Veterans Benefits Administration, speaking before the American Legion Veterans Affairs & Rehabilitation Commission Aug. 23 in Tampa, Fla.



973

Board of Veterans Appeals dispositions achieved in August for veterans appealing VA claims decisions, thanks to free assistance from national American Legion representatives. Of those, only 16.8% were denied.

Messages to Congress sent through The American Legion Grassroots Action Center to weigh in on top legislative priorities between Sept. 1, 2024, and Aug. 31, 2025.



255+

Pieces of 119th Congress legislation reviewed so far in 2025 by The American Legion Legislative Division.



Number of American Legion services officers certified for accreditation for the month of August.

\$75,000

Amount presented Aug. 27 onstage at the 106th American Legion National Convention in Tampa, Fla., from Founding Fathers Brewery, 50% of profits from the company's line of coffee, snacks, coffee and other products.



812

Audio downloads of the Tango Alpha Lima episode featuring Col. Bree Fram, a transgender Space Force member, the third highest among the past 23 podcast episodes.



Number of Junior ROTC units that competed in the National American Legion Color Guard Contest Aug. 23 at the 106th National

Convention, up from nine units in 2024.



American Legion posts that were registered through August for the Emblem Sales Flag Rewards Program, which provides purchasing credits for those that buy flags from Emblem Sales to help their communities, with more than 44,000 schools, businesses, churches and individuals participating as sponsors.



Number of employers who participated in the American Legion/Hiring Our Heroes Career Exploration & Career Fair – including Walt Disney Corp., BAE Systems and General Dynamics – Aug. 23 at the 106th National Convention in Tampa, Fla. The event drew 220 registrants.



U.S. Flag Code inquiries fielded by The American Legion's national Americanism Division in August.



American Legion national youth scholarships awarded in August, amounting to \$412,556.



7

Number of national American Legion Employment & Education Commission awards presented Aug, 23 during the 106th National Convention in Tampa, Fla., including: Large Employer of the Year; Medium Employer of the Year; Small Employer of the Year; Disabled Veterans Outreach Program Specialist of the Year; Employer of Older Workers; Local Veteran Employment Representative of the Year; and Enhance the Lives of the Disabled.



Eagle Scout recognition certificates disbursed in August from American Legion National Headquarters to go along with one Gold Star (Girl Scouts) certificate.



Downloads of The American Legion's 106th National Convention app during the gathering in Tampa, Fla., a record.



Amount in American Legion Temporary Financial Assistance grants awarded in August to stabilize the homes of veterans facing unexpected hardships, with minor children at home.



Rounds of ceremonial ammunition distributed in August from The American Legion's Military Surplus Loan Program, administered by the National Security Division. In addition, 15 rifles and 174 clips were distributed to 10 American Legion posts in seven departments.



Amount of one American Legion National Emergency Fund grant issued in August to an Oklahoma individual applicant who suffered a devastating natural disaster loss earlier in the year.



Veterans and spouses who registered for The American Legion and Small Business Administration Business Conference in Tampa during the 106th National Convention.