



## NOVEMBER 2019 **MEMBERSHIP IMPACT REPORT**

A Report from American Legion National Headquarters



### **VOICES**

*"We are all stakeholders in our American Legion... We hold the future for this organization. And we and all of our brother and sister Legionnaires are its foundation. So let's count on each other as we build a Foundation for the Future to ensure that The American Legion can have a second century that our founders would be proud of."*

*- American Legion National Commander James "Bill" Oxford, speaking during the Fall Meetings of the organization's National Executive Committee on Oct. 16*



# \$25 million

Fundraising goal for the American Legion Veterans & Children Foundation which pays for American Legion service officer training programs and provides cash grants to military and veteran families with minor children at home during emergency financial hardships.

# 82.47

Percentage of veterans in a recent American Legion mental-health survey (13,648 responses) who said they had received no suicide-prevention training.

# 3,000

Minimum number of accredited American Legion service officers around the world who provide free veterans benefits counseling and assistance for approximately 750,000 claims at any one time.



# \$5 million

Amount raised for the original American Legion Endowment Fund in 1924 and 1925, which would equate to about \$75 million in 2019 dollars, adjusted for inflation.



# 57

Number of registrants, an all-time record, for American Legion College Nov. 3-8 in Indianapolis.



# \$12,396

Amount in American Legion Temporary Financial Assistance grants disbursed in October alone for families with children at home facing financial hardships that threatened their ability to provide shelter, utilities, food or clothing.



# \$19.5 million

Value, in dollars, of more than 766,000 hours volunteered by American Legion members in 2018 through the VA Voluntary Service at more than 200 facilities nationwide, including VA medical centers, community-based outpatient clinics, Vet Centers, nursing homes, Fisher Houses and cemeteries.



# 27,734

Number of new American Legion members who have signed up so far in the membership year that ends June 30, 2020. National Commander James "Bill" Oxford has set a goal of 100,000 new members by then.

# MOMENT IN HISTORY

**Oct. 17, 1951:** The 33rd American Legion National Convention, assembled in Miami, consolidated resolutions from South Dakota and New York into one, calling on Congress to make Nov. 11 of each year “Veterans’ Day; and recommend appropriate services be held on such day in honor of the veterans of all wars.” The resolution became a federal reality June 1, 1954, when Congress passed the act to turn Armistice Day into Veterans Day that year.

**On Oct. 8, 1954,** President Dwight Eisenhower issued a proclamation stating his expectations for the new holiday:

*“I, DWIGHT D. EISENHOWER, President of the United States of America, do hereby call upon all of our citizens to observe Thursday, November 11, 1954, as Veterans Day. On that day let us solemnly remember the sacrifices of all those who fought so valiantly, on the seas, in the air, and on foreign shores, to preserve our heritage of freedom, and let us re-consecrate ourselves to the task of promoting and enduring peace so that their efforts shall not have been in vain. I also direct the appropriate officials of the Government to arrange for the display of the flag of the United States on all public buildings on Veterans Day.*

*“In order to insure proper and widespread observance of this anniversary, all veterans, veterans’ organizations, and the entire citizenry will wish to join hands in the common purpose. Toward this end, I am designating the Administrator of Veterans’ Affairs as Chairman of a Veterans Day National Committee, which shall include such other persons as the Chairman may select, and which will coordinate at the national level necessary planning for the observance. I am also requesting the heads of all departments and agencies of the Executive branch of the Government to assist the National Committee in every way possible.”*



 **\$35,403**

Amount in American Legion national youth scholarship funds disbursed in October alone.

 **\$188,000**

Amount in scholarships that will be awarded to participants in the 2020 American Legion National Oratorical Contest, an increase of \$50,000. The scholarship amounts had not changed in 22 years until the National Executive Committee approved the increase in its fall 2019 meeting in Indianapolis.

 **\$811,282**

Amount in American Legion Child Welfare Foundation grants awarded in October to 22 non-profit organizations that conduct programs to help young people, especially those facing challenges beyond their control.