

2016-2017 American Legion Auxiliary Programs Action Plan

Liaison to the American Legion Child Welfare Foundation

The Liaison to the American Legion Child Welfare Foundation and the 2014-2019 Centennial Strategic Plan – Dedicated to the betterment of all children, Legion Family members who raise funds and award grants through the Child Welfare Foundation build brand loyalty. (Goal 5)

Committee Contact Information

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What is this program, and why do we have it?

The Liaison to the American Legion Child Welfare Foundation's goal is to educate members and the general public about the Child Welfare Foundation (CWF) and its mission, and to provide financial assistance to The American Legion in their efforts to award grants to youth-serving nonprofit organizations.

In 1952, Department Commander Dr. Garland D. Murphy Jr. of Arkansas came to The American Legion with an offer to provide a valuable contribution with the provision that his gift would be used solely for children. After much study and discussion, the idea of a foundation was adopted. Later that year, the National Executive Committee appointed a special committee to determine the feasibility of establishing such a proposed foundation. After the legal work was completed, on July 9, 1954, the foundation was duly incorporated under the laws of the State of Indiana. In 1955, it gave its first three grants totaling \$22,500. To date, more than \$15.1 million has been awarded from The American Legion Child Welfare Foundation to organizations to assist the children of this country. Though created by The American Legion in 1954, the American Legion Welfare Foundation is a separate 501(c)(3) corporation.

The highest priority of the Child Welfare Foundation is to provide other nonprofit organizations a means to educate the public about the needs of children across the nation. It is an exceptional gift for exceptional children. Not all American children grow up inside the comfortable definition of normal childhood development. For thousands, each day is a challenge marked by pain, prayer and perseverance. Many of these youngsters require specialized care. To overcome their obstacles, they need help from you and the American Legion Child Welfare Foundation.

The foundation accepts proposals from nonprofit organizations for projects that contribute to the physical, mental, emotional and spiritual welfare of children through the dissemination of knowledge about new and innovative organizations and/or their programs designed to benefit youth. Units and departments are eligible to request a grant for Children & Youth projects or initiatives by following the guidelines on the Child Welfare Foundation website.

What can you do?

1. Provide financial assistance to the American Legion Child Welfare Foundation.

Ideas:

Member

- Participate in any CWF fundraisers sponsored by your unit or department.
- Become a unit or department chairman to coordinate fundraising activities.
- Ask friends and family members to support the CWF.
- For your personal donations to be recognized towards your unit and department for The American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing admin@cwf-inc.org or by calling 317-630-1202, or go to www.cwf-inc.org to donate online or to print a donation form to mail.

Unit

- Appoint a unit chairman to coordinate fundraising activities.
- Encourage your unit to work towards winning the 100% Per Capita Banner for donating \$1.00 per member to the Child Welfare Foundation. For more information look under awards below.
- Provide members with a small bag/box/bank and ask them to put their change in the bag every Friday. Bring the container filled with coins at the final meeting of the year.
- Play games during unit meetings to raise money. Some ideas include:
 - “10 Cents a Door” – Take a cute container to the meeting and ask each member to drop a dime in the container for every door in their house.
 - B–I–N–G–O! – Play four games for a quarter a game after the meeting. The winner of each game receives half of the proceeds, and the other half goes to the Child Welfare Foundation.
 - Holiday exchange – Rather than exchanging gifts, take a holiday stocking to the meeting and fill it with money for “our kids!”
 - 50/50 Raffle – proceeds will add to your Child Welfare Foundation donations.
 - “A Penny an Inch” – Collect a penny for each inch of a member’s height. Be prepared! Take a measuring tape to the meeting just in case someone doesn’t know how tall they are.
 - “A Nickel a Clasp” – Collect a nickel for every button, belt, tie, zipper, hook and eye, snap, etc. (remember the bra) that members have on their attire.
- If your unit participates in a fish fry or another dinner for your community, donate part of the proceeds to Child Welfare Foundation.
- Pair up with a local school and see if you can hold a tailgate party in the parking lot before a football or baseball game. Sell hamburgers and hotdogs and give part of the proceeds to Child Welfare Foundation. Be sure to have information about The American Legion Family on hand to pass out, including membership applications.
- Hold a garage sale. Ask for members to donate items and the proceeds of the items can be donated to Child Welfare Foundation.
- Include reminders to donate to CWF in newsletters, on websites and on social media.
- For your unit donations to be eligible for the American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing admin@cwf-inc.org or by calling 317-630-1202.

Department

- Appoint a department chairman to coordinate fundraising activities.
- Provide incentives to units for making donations to the Child Welfare Foundation.
- Hold fundraisers as a department to raise money for the CWF.
- Include reminders to donate to the CWF in newsletters, on websites and on social media.
- For your department donations to be eligible for the American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing admin@cwf-inc.org or by calling 317-630-1202.

2. Be a representative of, and advocate for, the American Legion Child Welfare Foundation in your department by applying to become a member of the CWF's Children's Action Team (CAT).

Ideas:

Members

- Apply to become a CAT by contacting admin@cwf-inc.org or www.cwf-inc.org.
- Identify and support other members who would be a valuable addition to CAT.

Departments or Unit

- Identify and support members who would be a valuable addition to CAT.
- Promote CAT membership in newsletters, on websites and on social media.
- Have the CAT membership application form available for interested members.

3. Encourage departments and units to apply for a grant from the Child Welfare Foundation. The deadline for the receipt of all applications is July 15 of the current year.

Ideas:

Departments and/or Units

- Units and departments of the American Legion Auxiliary may apply for a grant from the Child Welfare Foundation for programs designed to assist children.
- Deadline for the receipt of all applications is July 15 of the current year. The Board of Directors will not consider any application received after this deadline. All applicants will be informed of the status of their application by the third week of October.
- Applications will be accepted for consideration if they meet one of the two following basic purposes for which the foundation was organized:
 1. To contribute to the physical, mental, emotional and spiritual welfare of children and youth through the dissemination of knowledge about new and innovative organizations and/or their programs designed to benefit youth; or,
 2. To contribute to the physical, mental, emotional and spiritual welfare of children and youth through the dissemination of knowledge already possessed by well-established organizations, to the end that such information can be more adequately used by society.

For more information on how to apply for a grant, see the How To Sheet at the end of this section.

Child Welfare Foundation Reporting for the American Legion Auxiliary

An annual report is not required; however, a year-end summary and a mid-year progress report are suggested as tools to gauge the direction and effectiveness of department activities. Department Children & Youth and/or Child Welfare Foundation chairmen should forward these items to national chairman Linda Newsome by **January 5, 2017**, for mid-year and **May 15, 2017**, for year-end.

American Legion Child Welfare Foundation Awards

Department Award: Legacy Award

Type of Award: Plaque

Presented to: One department

Materials and Guidelines:

- Presented from the podium at National Convention to the top department based on combined total contributions of The American Legion Family during the contribution year (June 1, 2016 through May 31, 2017).

Department Award: Garland M. Murphy Jr. Award

Type of Award: Plaque

Presented to: One department from each organization of the Legion Family

Materials and guidelines:

- Presented to one department from each organization of the Legion Family with the greatest contributions to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Presented at The American Legion's National Convention.

Department Award: Excellence Award

Type of Award: Plaque

Presented to: One of 10 departments from each organization of the Legion Family

Materials and guidelines:

- Presented to one of 10 departments from each organization of the Legion Family with the highest per capita contribution average to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Citations will be mailed to runners-up.

Department Award: Meritorious Achievement Award

Type of Award: Plaque

Presented to: One department from each organization of the Legion Family

Materials and guidelines:

- Presented to the top department from each organization of the Legion Family with the highest increase in per capita giving to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).

Department Award: "Heritage Circle" Gift Club

Type of Award: Plaque

Presented to: Departments of the Legion Family

Materials and guidelines:

- Presented for their cumulative donations to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Plaques will be mailed September 1, 2017.
- Benefactor Level - \$5,000
- Patron Level - \$2,500
- Sponsor Level - \$1,000

Unit Award: “Children First” Gift Club

Type of Award: Plaque

Presented to: Units

Materials and guidelines:

- Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Guardian Level - \$1,000
- Advocate Level - \$750
- Caretaker Level - \$500

Unit Award: 100% Per Capita Banner Program

Type of Award: Banner

Presented to: Units

Materials and guidelines:

- Presented to units donating at least one dollar for each member to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Application form can be found at www.cwf-inc.org.

Member Award: “Cornerstone” Gift Club

Type of Award: Pin

Presented to: Members

Materials and guidelines:

- Presented for their cumulative donations to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Foundation Ambassadors - \$1,000
- President’s Circle - \$500
- Foundation Partners - \$250
- Century Club - \$100

Additional Resources You Can Use

1. The American Legion Child Welfare Foundation - www.cwf-inc.org
2. The Liaison to Child Welfare Foundation page at www.ALAforVeterans.org



HOW TO APPLY FOR A CHILD WELFARE FOUNDATION GRANT

Committee:

Liaison to American Legion Child Welfare Foundation

Submitted by:

Linda Newsome, Liaison to the Child Welfare Foundation

Contact Information for Questions:

Lindanewsome1995@gmail.com or Children&Youth@ALAforVeterans.org

APPLICATION INSTRUCTIONS

Applications must be **typewritten**, or if you prefer, the application form may be downloaded from www.cwf-inc.org and data entered using a word processing program. Please be cautioned that the Board will tolerate no deviation from the application format.

If additional space is required to answer any portion of the application, please attach a separate sheet using appropriate numerical references.

The following numbered instructions correspond with the numbered blanks as they appear on the application. Please refer to these tips as you complete each section.

1. Provide a brief, or working, title of the project.
2. Designate only one individual as the project leader. The project leader is the specified person responsible for planning, conducting and supervising the proposed project. The project leader will be the Foundation's primary point of contact. Do not list more than one project leader.
3. Give the name, address, telephone number, FAX number and Web address of the nonprofit organization. Include your organization's tax-exempt status. You must be nonprofit. Indicate which section, within the Internal Revenue Code, your organization is listed. A copy of your tax-exempt letter is not required; however, please list your federal ID number.
4. List the total amount requested for the proposed project.
5. Itemize all other sources of incomes. List separately all amounts your organization anticipates receiving specifically for this project.
6. Provide solid references. References are very important and may be used by the Board to answer questions regarding both the project and the organization.
7. Outline of the proposed project. In the space provided, describe the project and all its key components. Limit your outline to no more than one additional sheet, if necessary. This outline must include:
 - a. A statement of need – Who will the project benefit?
8. How it will assist children?
 - a. Plan of approach – How are you going to develop this project?
 - b. Duration of project – REMINDER: Projects must be started and completed during the period from January 1 to December 31 of the grant year.
 - c. List three goals of the project.
 - d. Product(s) to be produced.
 - e. Plan of, and area for, dissemination of the project.
9. How do you plan to get the product(s) into the hands of the persons in need? In what geographical area(s) will the product(s) be available? Include agencies and other means of getting information to individuals in need.
10. Give your proposed budget. This should be itemized in detail. List in detail how the grant amount requested will be spent. NOTE: Total dollar amount must equal amount requested in Item 4.
11. Production or Distribution of Product. Answer the questions and provide an explanation, if appropriate.



12. Intellectual Property Rights. Answer the question and provide an explanation, if appropriate.
13. Approval by the executive officer of the institution or agency in which the project is to be carried out. The signature of this person indicates approval of the application.
14. The **Conditions of Grant** (page 5) **must be signed and dated** or the application will not be considered! The Conditions of Grant must also be the original form.
15. Mail or deliver your application postmarked no later than July 15th to:

American Legion Child Welfare Foundation, Inc.
PO Box 1055
Indianapolis, IN 46206

Street Address:
700 N. Pennsylvania Street
Indianapolis, IN 46204

GRANTING POLICIES

The following are the policies adopted by the Board of Directors which control the Foundation's granting program:

- A. Grants are **not** made for any of the normal, day-to-day operating expenses of the grantee or expected special operating expenses connected with the grant.
- B. Grants must have the potential of helping American children in a large geographic area (more than one state).
- C. Grants are **not** awarded for more than one year. All grants awarded must be started and completed between the period of January 1 and December 31. However, should unusual or unanticipated circumstances result in failure to complete a project within the one-year period, nothing in this policy statement should prohibit consideration of a request for a Board approved extension of time with respect for the continuation and completion of the current project.
- D. Grants are made only to tax-exempt organizations and agencies. Grants are never awarded directly or indirectly to an individual for his or her personal use.
- E. Grants will not be given for construction of any type.
- F. Grants will not be given to match government funds.
- G. Grants are never given for personnel expenses, i.e., salaries, insurance, fringe benefits, or for the purpose of coordinating seminars or training programs, i.e., lodging, travel, food, materials.
- H. Our grants are not to defray school expenses for masters or doctoral candidates to perform research for degree requirements.
- I. Helping the children of this nation is our primary concern. We do not fund programs that fail to meet the basic criteria of direct benefit to the children of America.
- J. Grants are not awarded for projects that seek to create or reproduce materials or medium in a language other than English.
- K. Grants are not given to purchase equipment for the purpose of conducting research, seminars, or to add to the existing equipment of an agency or organization.
- L. Grants are never made to pay salaries or fees for consultants, secretaries, or other clerical-type help.
- M. Grants are not given to cover such costs as storage, computer time, telephone, analysis or the cost of office space rental.
- N. Personal appearances before the Board of Directors for the purpose of promotion and/or clarifying a grant by the grant applicant or associates are prohibited.



SUBMISSION POLICIES

- Grant applications may be submitted beginning May 1st.
- Organizations will be notified in writing when their grant proposal is received by the Foundation.
- Please limit your proposal to the grant application provided and no more than three (3) additional pages of supporting documentation. NOTE: The Board of Directors may actually view a preponderance of information negatively.
- Applications are reviewed for their completeness.
- Agencies may be contacted if omissions are noted or clarification is required.