

 AMERICAN  
LEGION



THE AMERICAN LEGION ANNUAL REPORT 2023-2024

# 2023-2024 ANNUAL REPORT

# Preamble to The American Legion Constitution

**FOR GOD AND COUNTRY WE ASSOCIATE OURSELVES  
TOGETHER FOR THE FOLLOWING PURPOSES:**

*To uphold and defend the Constitution  
of the United States of America;*

*To maintain law and order;*

*To foster and perpetuate  
a one hundred percent Americanism;*

*To preserve the memories and incidents  
of our associations in all wars;*

*To inculcate a sense of individual obligation  
to the community, state and nation;*

*To combat the autocracy of both the classes  
and the masses;*

*To make right the master of might;*

*To promote peace and goodwill on earth;*

*To safeguard and transmit to posterity the principles  
of justice, freedom and democracy;*

*To consecrate and sanctify our comradeship  
by our devotion to mutual helpfulness.*

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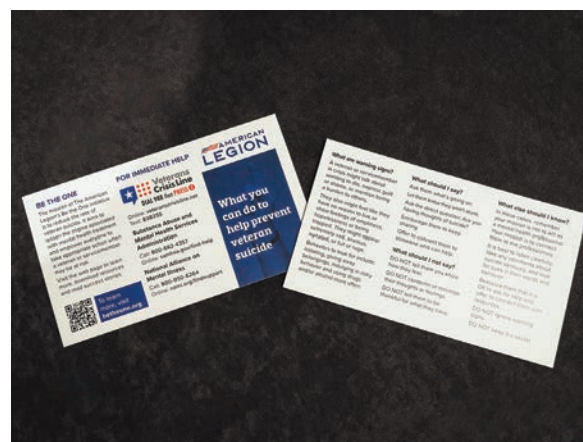
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# BE THE ONE

*"We are changing lives, and we are saving lives."*

**2023-2024 American Legion National Commander Daniel J. Seehafer**





The American Legion's primary mission - to **reduce the number of veterans lost to suicide** - gained momentum on several fronts in 2023:

- Across the nation, American Legion posts joined forces with other community partners to raise awareness, promote resources in their areas and destigmatize asking for help. Some posts organized 5Ks, walks or hikes, or hosted resource fairs. Other posts distributed information during high-profile events like NBA games.
- The Legion's INDYCAR partnership led to greater external awareness and opened the doors to more opportunities to engage influencers. The presence of the Be the One mobile activation unit at various races helped generate interest in the Legion's mission and deliver potentially life-saving information and educational materials to veterans and their families.
- At the first Be the One symposium, held during the Legion's 2023 National Convention in Charlotte, N.C., speakers shared stories of resilience, offered perspectives on different therapies for PTSD and other mental-health conditions, and introduced resources to those in attendance.



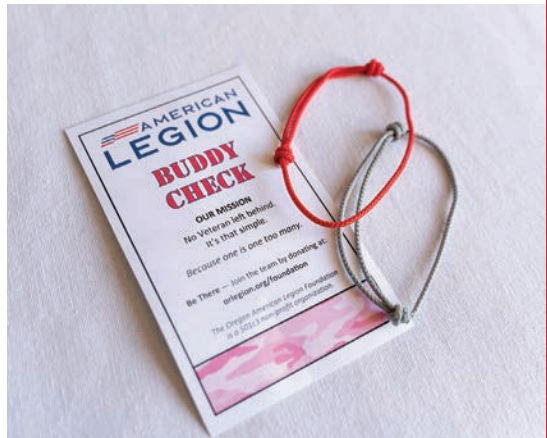
[legion.org/betheone](https://legion.org/betheone)

In 2024, The American Legion kicked off virtual and in-person suicide prevention training. Partnering with Columbia University, the Legion is offering the free 90-minute sessions to Legion Family members so they know how to evaluate and proceed with a veteran who may be showing signs of hurting themselves. Find the schedule at [legion.org/betheone/resources](https://legion.org/betheone/resources).

# BUDDY CHECKS



More than **1 million veterans** have been reached by **American Legion Family members** since the Buddy Check program launched in 2019. Through phone calls, texts, emails, letters, cards and face-to-face meetings, Buddy Checks let veterans and their families know somebody cares. The Legion has a national resolution calling for Buddy Checks to be conducted in the weeks leading up to Veterans Day and the organization's birthday in March, but posts are encouraged to conduct them year-round. VA's National Buddy Check Week, introduced in 2023, is modeled after the Legion program.



*"We all like to know that somebody's thinking about us.  
We want to know somebody cares."*

**Craig Annis**, service officer for Ahwatukee Post 64 in Phoenix

**1,090,012**

Veterans reached through Buddy Check operations performed by local American Legion posts from 2020 to 2023

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**4,456**

American Legion posts that reported conducting Buddy Check operations in the 2022-2023 membership year

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**293,498**

Veterans reached through American Legion Buddy Checks between June 1, 2022, and May 31, 2023

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**5,000**

Minimum number of individuals who personally pledged to contact at least 10 other veterans during VA's inaugural National Buddy Check Week in October



# INDYCAR



**15**

Veterans appearing in American Legion media profiles during the 2023 INDYCAR season, who work for CGR, INDYCAR, racing venues and other teams

**\$31,926,021**

Overall media value of 2023 American Legion partnership in INDYCAR with Chip Ganassi Racing

**4:44:35**

Total American Legion and Be the One network air time during 2023 NTT INDYCAR SERIES national television broadcasts





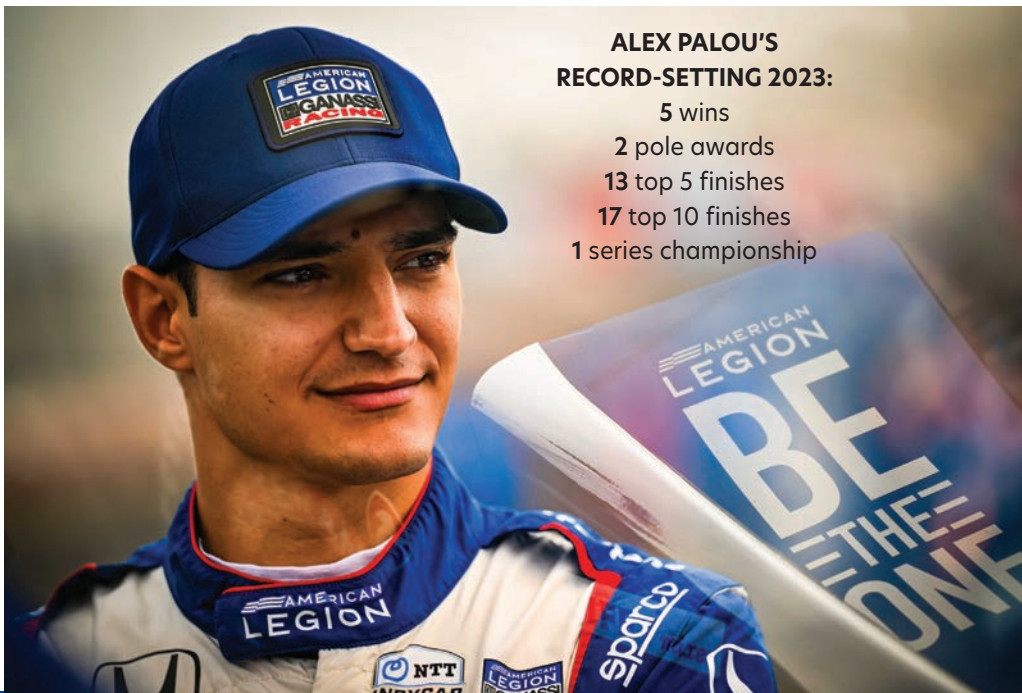
The 2023 NTT INDYCAR SERIES was magical for The American Legion, Chip Ganassi Racing (CGR) and Alex Palou, who won his second series championship driving the **No. 10 American Legion Be the One Honda**.

In one of the most dominant seasons in recent INDYCAR history, Palou clinched the championship after winning the BITNILE.COM Grand Prix of Portland on Sept. 3 - the first time since 2007 a driver has clinched the series title with one race remaining.

In addition to Palou's achievements, fellow CGR drivers Marcus Ericsson and Marcus Armstrong also enjoyed success while carrying American Legion branding on their liveries during the season. Armstrong earned the series' Rookie of the Year honor despite competing only on street and road courses. And Ericsson finished sixth in the points race, including a second-place showing in the Indianapolis 500. In the INDY NXT SERIES, developmental driver Kyffin Simpson - also carrying Legion branding - ended up 10th in series point standings.

*"It's not your normal sponsorship where you have a product we're trying to sell. It's a program that touches people, and touches so many honorable people."*

**Chip Ganassi**, discussing his partnership with The American Legion during a fireside chat at the 2023 National Convention in Charlotte, N.C.



**ALEX PALOU'S  
RECORD-SETTING 2023:**

- 5 wins
- 2 pole awards
- 13 top 5 finishes
- 17 top 10 finishes
- 1 series championship

# CLAIMS SUPPORT



*"I don't know how to say it. It's changed our life."*

**Evelyn Ent**, speaking about the successful work of American Legion national claims representatives who helped her husband receive previously denied VA compensation for conditions related to his Agent Orange exposure during the Vietnam War



Accredited American Legion service officers and staff appeals representatives work **more than 1 million disability claims cases a year**. In 2023, the Legion’s team of more than 3,000 service officers across the country obtained \$18.8 billion in VA benefits for disabled veterans and their families. Staff representatives who work from American Legion National Headquarters offices in Washington, D.C., and Indianapolis helped 13,187 veterans receive previously denied benefits through the appeals process. The PACT Act of 2022 has increased demand for Legion service officers and appeals representatives, who are now working a historically high volume of claims.

#### Disability Benefits Received Through American Legion Service Officers

|              |                       |
|--------------|-----------------------|
| 2020         | \$14.5 billion        |
| 2021         | \$14.8 billion        |
| 2022         | \$16.3 billion        |
| 2023         | \$18.8 billion        |
| <b>Total</b> | <b>\$64.4 billion</b> |

#### Appeals and Awards

| Year         | Cases         | Amounts                |
|--------------|---------------|------------------------|
| 2021         | 16,000        | \$50.5 million         |
| 2022         | 13,967        | \$75.4 million         |
| 2023         | 13,187        | \$76 million           |
| <b>Total</b> | <b>43,154</b> | <b>\$201.9 million</b> |

# TASK FORCE MOVEMENT

**750,000**


Estimated number of vacancies in cybersecurity jobs nationwide in 2023, about 60,000 of which are in government

**1,000**

Approximate number of veterans placed in trucking jobs through DoD SkillBridge, a Pentagon program connected to Task Force Movement

**\$5 million**

Amount in scholarships for veterans and spouses raised by Task Force Movement to fill jobs in commercial trucking



**Task Force Movement** debuted in April 2022 to connect the dots between industry, government, the military, VA, educational and training institutions, and veterans service organizations to fill needed gaps in the economy. The labor shortage emerged as a major problem during the COVID-19 pandemic, when manufacturing and supply chains were severely strained. The American Legion has a seat on the Task Force Movement Steering Committee, which works primarily to accelerate career placement for veterans and their spouses in industries in need, including trucking, cybersecurity and health care.



*“We have 2 million health-care professionals we are short now, across America. Many of those are nurses, but we know health care today is not episodic ... Health care is every single day - what you eat, how you exercise, sleeping well, those types of things.”*

**Patrick Murphy**, chairman of Task Force Movement, which in 2023 added the health-care industry to its areas of focus to fast-track credentialing and placement of veterans into areas of need in the U.S. economy

# GI BILL BENEFITS



*"These upgrades will make the GI Bill more efficient and modern than it has ever been."*

**VA Secretary Denis McDonough**, discussing the Digital GI Bill project during the Student Veterans of America National Conference in January 2024



In March 2021, the Department of Veterans Affairs began consolidating **GI Bill capabilities** into a single digital program in an effort to streamline the process for servicemembers, veterans and their families. Beneficiaries can now simply send text messages to verify they are attending classes. Claims processing will be more accurate and efficient, with improved compliance and oversight.

In coming years, VA will continue to modernize and streamline the GI Bill process. And The American Legion will be there to encourage further development of the benefit, as it has been since its adoption in 1944.

**\$410 billion+**

Amount in education benefits VA has provided since 1944, to more than 25 million veterans and their families



# CAREER OPPORTUNITIES




For decades, The American Legion has teamed with other organizations, agencies and the private sector to bring **employment opportunities to veterans, servicemembers and spouses**. That continued in 2023-2024, at every level of the organization.

Carlisle-Bennet Post 13 in Albuquerque, N.M., hosted its eighth annual Heroes Hiring Heroes employment fair in April, in conjunction with the New Mexico Workforce Connection. The event brought dozens of employees and community resources together with active-duty servicemembers, veterans, military spouses and other job seekers.

The American Legion Department of Puerto Rico hosted a career and resources fair for veterans, dependents of active servicemembers, reserve and National Guard members that drew more than 40 employers and approximately 70 job seekers in October. The event connected the department and SkillMil, the Department of Labor and Human Resources, the Fort Buchanan Transition Office and the Municipality of Carolina.

And the American Legion Department of New Jersey coordinated three job fairs in 2023 that drew more than 190 veterans. Included in the effort was a dedicated event to fill openings in the casino business.





*“Veterans bring the inherent values they learned from their military service. We can apply those in exactly what we do.”*

**T.J. Martin**, senior manager for military recruiting programs for U.S. Infrastructure Co., during the career fair held at the 2023 National Convention of The American Legion

## 606

Job seekers who registered for three nationally sponsored American Legion career events in 2023: the National Capital Region Hiring Fair during the Legion’s Washington Conference; a virtual career event that was a collaboration between the Legion’s Veterans Employment & Education Commission, American Legion Department of Texas, Texas Workforce Commission and Texas Veterans Commission; and the U.S. Chamber of Commerce Foundation Hiring Our Heroes Career Fair at the national convention in Charlotte, N.C.



# THE MILITARY RECRUITING CRISIS



The U.S. military is facing the **toughest recruiting environment** since the creation of the all-volunteer force 50 years ago.

Nationwide, 77% of youth 17 to 24 are ineligible to serve, failing to meet physical and academic-entry standards. The number of those with a propensity to serve has shrunk to 9%. Meanwhile, according to a 2023 Blue Star Families survey, active-duty families are becoming less likely to recommend service to their children, citing spouse employment, housing costs and conditions, low pay and extended time away from home as top concerns.

In testimony to Congress, senior members of the service branches said their greatest challenge is a growing disconnect between the military and the public. This is where The American Legion can make a difference. By talking in their communities about the benefits of service, and sharing how their time in uniform changed their lives for the better, veterans offer living proof that the military is not just a viable career choice after high school, but a pathway to personal and professional success.

# 41,000

Shortfall in new recruits across the various branches of the U.S. military in fiscal 2023

*"We have 23% that qualify, and everybody wants that 23%. We're in this war for talent. I ask your help to tell (young people) the power of service. It opens up so many doors."*

**Maj. Gen. Johnny Davis**, commanding general of U.S. Army Recruiting Command and Fort Knox, Ky.



## HOW LEGION POSTS CAN HELP

- BUILD STRONGER TIES WITH LOCAL MILITARY LEADERSHIP, BASES AND RECRUITING STATIONS
- HOST COMMUNITY EVENTS THAT GIVE YOUTH THE OPPORTUNITY TO ENGAGE WITH VETERANS
- DEVELOP RELATIONSHIPS WITH LOCAL HIGH SCHOOLS, ESPECIALLY THOSE WITH JROTC UNITS

# BASE PROGRAM

American Legion volunteers and staff took a **critical step forward to improve the lives of servicemembers and their families** during the initial Base Assessment and Servicemember Experience (BASE) program visit in 2023.

The team visited Arizona's Marine Corps Air Station Yuma in October, where they conducted a town hall, met with base leadership, toured the facilities, and acquired additional information that will be used in a report aimed at helping to create improvements at Yuma and elsewhere.

The Legion created the BASE program in 2022 to address quality-of-life matters that affect servicemembers and their families. Future visits are planned for other bases in 2024 and beyond.





**50**

Approximate number of Marines, family members and others who attended the initial American Legion BASE town hall meeting

*“Give us the data points, best practices and questions you want so we can make sure these reports are effective.”*

**American Legion National Security Commission Chairman Matthew Shuman,** a member of Sipe-Peterson Post 44 in Scottsdale, Ariz., during the first BASE visit

# LEGISLATIVE ACTION

At its core, The American Legion has always been a grassroots organization. The support of members is critical to advocate on behalf of all veterans in the halls of Congress. The Legion maintains a fast, convenient digital conduit to the nation's capital: the **Grassroots Action Center**, which allows members to send targeted messages to their elected officials in Washington.

A partial list of active American Legion legislative campaigns includes ensuring payment for Coast Guard members during government shutdowns, expanding national cemeteries, the Elizabeth Dole Home Care Act, the GUARD Act and the Afghan Adjustment Act.

Visit [legion.org/legislative](https://legion.org/legislative) to see the organization's ongoing legislative agenda.



[votervoice.net/AmericanLegion/home](https://votervoice.net/AmericanLegion/home)





**80,025**

Email messages sent via the Grassroots Action Center in the past year, more than double the previous year

**159**

Meetings conducted by Legionnaires with elected officials and congressional staff during the Legion's 2024 Washington Conference

# BLOOD DONATIONS

Since its creation in 1942, the **American Legion Blood Donor Program** has been an integral part of the Legion's support for communities. Over the years, The American Legion has become the nation's top organizational donor of blood for the Red Cross.

Part of that legacy is the Legion's annual Holiday Blood Donor Drive, during which time American Legion Family members are encouraged to give blood and host blood drives.

Blood donation is critical year-round, though, and Legion posts and programs do their part to keep the nation's blood supply from falling into dangerous shortage.

**192**

Units donated by 163 participants during Buckeye Boys State's annual blood drive in 2023

**60,000**

Minimum number of American Legion Family members who donated more than 100,000 units of blood in 2023, the most in more than 20 years

*"I always give blood. I worked in the medical field for 22 years, and I know how one pint of blood could save three lives."*

**Department of Pennsylvania Assistant Sergeant-at-Arms Michael W. Tomolonis,** one of 37 Legion Family members who donated blood during the 2023 National Convention in Charlotte, N.C.





# YOUTH PROGRAMS

*“The oratorical contest gives you the ability to articulate ideas about the Constitution and your country, and also the communication skills to connect with people.”*

**Haley Bock**, winner of the 2023 American Legion National Oratorical Contest

For the past 26 years, the **American Legion National Oratorical Contest** has been held in Indianapolis, home to American Legion National Headquarters. But in 2024, the Legion received an opportunity to relocate the 86-year-old program to the historic campus of Hillsdale College in Michigan, providing youth an even more exceptional program experience and elevating national awareness of the competition. Moving forward, the 50-plus high school department oratorical winners will speak on the U.S. Constitution and compete for more than \$203,000 in scholarships at Hillsdale.

The opportunity opened the door for another American Legion youth program to be held at Hillsdale starting in 2024: the Junior 3-Position Air Rifle National Championships.



**948**

American Legion oratorical contests conducted in 51 departments, per the 2022-2023 Consolidated Post Report

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**2,341**

Youth who participated in those oratorical contests

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**824**

Individual athletes who entered the postal round of the 2022-2023 Junior 3-Position Air Rifle competition



# FLAG SUPPORT

As the symbol of our nation and the freedoms millions have fought and died to preserve, **the U.S. flag is worthy of protection**. The American Legion continues to champion a constitutional amendment that would restore Congress' authority to prohibit desecration of the flag, as well as modernization of the U.S. Flag Code.

Yet the Legion recognizes that respect for Old Glory begins in our cities, towns, schools and homes. Through community Flag Day events, flag etiquette lessons for youth, and the collection and disposal of worn and tattered flags, American Legion posts are teaching the next generation reverence for the nation's colors.

Locally and nationally, the Legion is a leading authority on the U.S. flag. To that end, **legion.org/flag** is a resource hub for members, offering videos, Q&As, "Rally Around the Flag" social media graphics, and publications to promote proper flag care and display.



**62,914**

Copies of the updated "Our Country's Flag" American Legion youth comic book sold through Emblem Sales in 2023, an increase of 77% from 2022

**4,715**

Flag Day activities conducted by American Legion posts in their communities in 2022



*“When these young students become the elected representatives of the people, they will get a flag protection amendment passed. They will do so because of the great respect instilled in them by The American Legion.”*

**Chris Casey**, adjutant for Sons of The American Legion Squadron 112 and the Detachment of Nebraska, which led a flag etiquette event for Pawnee Elementary fifth-graders in Omaha on Nov. 18, 2023



# LEGION BASEBALL



*"To be honest, this is something I've been wanting for 37 years, and I finally got it."*

**League City (Texas) Post 554 Coach Ronnie Oliver** on his team's 2023 ALWS championship game win, which capped Oliver's long coaching career

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**87**

Former American Legion Baseball players enshrined in the Baseball Hall of Fame once the Class of 2024 - which includes Ohio's Jim Leyland and Minnesota's Joe Mauer - is inducted July 21

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**52,848**

American Legion Baseball players in 2023

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**2,936**

American Legion Baseball teams from 50 departments and Canada who took the field in 2023



One run was all it took for League City Post 554 to become the first Texas team to win the 2023 **American Legion Baseball World Series** (ALWS). Kyeler Thompson scored the lone run in League City's 1-0 win over Lincoln (Neb.) Post 3 in the championship game of the 96th ALWS, on Aug. 15, 2023, in Shelby, N.C. Two months later, team members were special guests at Game 2 of the Major League Baseball World Series in Arlington, Texas. The Texas Rangers won their first World Series title, led by series MVP Corey Seager, a former Legion Baseball player for Post 115 in Kannapolis, N.C. Seager was also named the 2023 American Legion Baseball Graduate of the Year.



# TANGO ALPHA LIMA

The *American Legion's award-winning weekly podcast* has recorded impressive growth, setting new benchmarks for monthly and annual totals for downloads. As the audience reach grew, so too did the range of content. In September, the podcast published a special six-part series on military sexual trauma, focusing on educating, raising awareness and offering stories of hope through the lens of survivors. Also in September, the monthly *Be the One* podcast launched, as a way to elevate the conversation about veteran suicide through this medium.



[legion.org/tangoalphalima](https://legion.org/tangoalphalima)



*“As The American Legion strives to connect with the youngest generation of veterans and servicemembers, the podcast has built a bridge to those brothers and sisters of ours. Perhaps best of all, the podcast is resonating not only with younger members but our more traditional members as well.”*

**Media & Communications Commission Chairman Dave Wallace**, a member of Dyer-Gunnell Post 180 in Vienna, Va.



**72%**

Increase in podcast audio downloads in 2023, compared with the previous year

# GLOBAL WAR ON TERRORISM MEMORIAL

The nation's **memorial to the 20-year Global War on Terrorism** and those who fought it is moving toward final approval and construction, with a dedication on the National Mall in Washington, D.C., planned for 2027. The memorial is intended as a testament to a long, complicated conflict - and most of all, to the war's veterans and their families - and is supported by a national American Legion resolution.

The American Legion has strongly supported and advocated for the construction of national war memorials on the Mall throughout the organization's 105-year history: World War I, World War II, Korea, Vietnam and the Vietnam Women's Memorial. Footprints and designs vary, but the Legion's commitment to honor and remember the fallen does not.

**20,000**

Approximate number of submissions received when public input on design for the Global War on Terrorism Memorial was sought



*“There are still men and women out there willing to do everything they possibly can to defend and protect this beautiful, great nation of ours. That’s very important.”*

**Michael Rodriguez**, president/  
CEO of the Global War on Terrorism  
Memorial Foundation, Army veteran  
and American Legion member

# AMERICAN LEGION MEMBERSHIP



**18,813**

Legionnaires who had taken advantage of the new multiyear membership option as of April 25, 2024

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**136,633**

Legionnaires who had auto-renewed their membership as of April 25, 2024





After careful study, the **American Legion Membership Ad Hoc Committee** recently recommended a change to the traditional structure of membership in the organization. New and existing members can now renew and pay online for not just one but three years at a time, as well as automatically renew their memberships. This “set-and-forget” format frees Legionnaires to focus on participation and leadership in the organization’s programs and priorities, and saves the Legion money on the printing and distribution of renewal notices.

This change is just one example of The American Legion adapting to best serve veterans, their families and the nation in the 21st century, from just-in-time on-demand printing of brochures and booklets to mobile apps and podcasts.

# VETERANS & CHILDREN FOUNDATION

In 2019, the **American Legion Endowment Fund** - which had assisted millions of veterans, their families and children in need since 1925 - began doing business as the **American Legion Veterans & Children Foundation** (VCF). It directly funds:

- Necessary training for American Legion-accredited service officers who provide free assistance to veterans applying for disability benefits they earned through their service
- Temporary Financial Assistance grants that help active-duty military and veteran families with children in need

VCF relies entirely on charitable donations from individuals, like-minded associations and corporate allies. It now stands as the primary fundraising mission of the American Legion Riders, whose annual Legacy Run has raised nearly \$20 million for the American Legion Legacy Scholarship Fund. With that fund now able to sustain itself through the foreseeable future, the Legacy Run now focuses on raising funds for VCF.

**\$18.8 billion**

Amount American Legion-accredited service officers secured in benefits claims for veterans in 2023

**3,000+**

Trained and accredited American Legion service officers

**750,000**

Approximate number of veterans receiving free disability claims assistance at any time by Legion service officers nationwide

**\$16 million+**

Amount awarded via Temporary Financial Assistance (TFA) in non-repayable grants to eligible applicants since 1925





*"The American Legion Riders have always embraced doing something for the kids. This foundation does just that."*

**National American Legion Riders Advisory Committee Chairman Mark Clark,** on the Legacy Run's transition to supporting the Veterans & Children Foundation



# CORPORATE ALLIANCES



*“With substantial results for our business in the first 24 hours, this was our best email marketing result ever.”*

**Caisson Shaving Company**, which participated in Thank You Thursday, a new American Legion platform to thank partners and highlight veteran-owned and veteran-focused businesses





## 1.4 million+

Reach of Thank You Thursday emails, to members active and ready to convert

## 25%

Open rate of Thank You Thursday emails, above industry average of less than 20%

The American Legion began 2023 with eight corporate partnerships, and by the end of the year had expanded that to 18. The Legion uses the **generous support of corporations** - through sponsorships, cause-marketing initiatives, and in-kind and philanthropic donations - to further its work for veterans, communities and the nation.

Via the organization's sponsorship in INDYCAR, a relationship with Centene and its subsidiary Wellcare grew into an \$8 million, five-year partnership that includes national- and post-level investments.

In 2023, USAA renewed its 13-year-old American Legion partnership for over \$12 million over five years. The USAA Face the Fight suicide-prevention initiative worked with The American Legion to donate BeaverFit "container gym" equipment to Legion posts in three states.

And licensing agreements with member discount partners came to life in 2023. Expressoul Be The One Coffee, for example, is available for purchase.



# AMERICAN LEGION FAMILY

The Sons of The American Legion bounced back from the COVID-19 pandemic in a big way, closing out 2023 with 380,743 members – a new record high. While the raw membership numbers show the strength of the Sons and the American Legion Family, it's their generosity in time and money that really tells the organizations' story.

Members of the **Sons, American Legion Auxiliary and Legion Riders** volunteer millions of hours a year at VA medical centers and conduct American Legion youth programs at the national, state and local levels. Meanwhile, American Legion Family fundraising efforts and donations support servicemembers, veterans and their families through a variety of charities, including the Veterans & Children Foundation, Child Welfare Foundation, National Emergency Fund, Operation Comfort Warriors, American Legion Auxiliary Foundation and more.

Through community service projects at national conventions, meetings and in their hometowns from coast to coast, members of the American Legion Family demonstrate their love of country and gratitude for those who defend it.

A group of people, mostly men, are working in a garden. They are wearing yellow shirts and are focused on tending to plants. The garden is filled with green foliage and some yellow flowers. In the background, there are trees and a building. A black lamp post is visible on the left side of the image.

**\$329,661.88**

Donations to the Child Welfare Foundation by SAL members in 2022-2023



*"I'd rather be out here, myself, doing service projects and helping our communities and our military and our veterans."*

**American Legion Auxiliary National President Lisa Williamson**, who prior to her election at the 2023 National Convention participated in a service project at Freedom Park in Charlotte, N.C.

# STATUES OF LIBERATION

The American Legion's sacred duty to **"preserve the memories and incidents of our associations in all wars"** has reached a crescendo in Normandy, France, over the past three years. In 2022, then-National Commander Paul A. Dillard unveiled a Statue of Liberation in Ste. Mère-Église, first French town liberated by the Allies of World War II on D-Day, of Brig. Gen. Theodore Roosevelt Jr., founding leader of The American Legion. In 2023, then-National Commander Vincent J. "Jim" Troiola officially dedicated the monument in a ceremony attended by U.S. and international dignitaries, including then-Chairman of the Joint Chiefs of Staff Gen. Mark Milley. Added for the 80th anniversary is a second and final statue, depicting Europe Supreme Allied Commander Gen. Dwight D. Eisenhower.



**3,483**

Military and veteran monuments documented and presented on The American Legion's Memorials Database ([legion.org/memorials](https://legion.org/memorials)) as of April 2024

**6,915**

American Legion posts that conducted Memorial Day events in the 2022-2023 membership year

*"Today, we pay tribute to him, but not just him - all those who landed on these beaches and all those who fought in World War II because they fought for a much greater cause."*

**Gen. Mark Milley, then-chairman of the Joint Chiefs of Staff**, speaking at the 2023 dedication of the Roosevelt Statue of Liberation



# CHARITABLE GIVING

Through the **Office of Charitable Giving**, you can make a substantial impact on important American Legion programs, services and causes. Major contributions or planned gifts can also offer significant tax savings.

Financial gifts help make possible The American Legion's second century of tireless advocacy for veterans, national security, Americanism and young people. Naming the Legion in a will or charitable bequest is a critical way for you to change and save lives both now and in the future.

The Charitable Giving team stands ready to help you achieve your philanthropic goals in areas that make a lasting difference.

## Giving options

- Stocks and bonds
- Retirement assets
- Cash
- Insurance
- Mineral interests
- Business interests
- Bequests
- Wills
- Term-of-death beneficiary designation



## 247

Requested Legion estate-planning guides distributed in 2023, a 124% increase over 2022



## 6

Individuals who in 2023 qualified for Founder-level recognition, receiving a specially commissioned statuette of American Legion founder Theodore Roosevelt Jr.

*"In my darkest hours, The American Legion was there for me, and I purposed in my heart that when I was able I'd give back. Now I am able."*

**Anonymous Leadership-level donor**

# MEASURABLE

The American Legion put up big numbers for Operation Comfort Warriors grants, American Legion Legacy Scholarships, U.S. flag sales and more over the last year. The organization continues to make differences on multiple fronts, from traditional membership growth to economic impact and disaster relief.

**2,370**

Posts nationwide that are registered for the American Legion Emblem Sales Flag Rewards Program, which issues merchandise discount credits for numbers of flags sold

**\$526,000**

Record-breaking March 2024 in U.S. flag sales, which are on pace to make 2024 the best year ever for Emblem Sales



**10,094**

Increase, year over year, of traditional American Legion memberships as of April 15, 2024

**14**

American Legion departments that had exceeded their membership goals by the 95% target date in April 2024, 12 more than in April 2023



# IMPACT

**\$18.9 million**

Economic impact of the 2023 American Legion National Convention in Charlotte, N.C.

**3,900**

Jobs supported by the convention



**\$2,780,229.51**

Amount in American Legion Temporary Financial Assistance grants disbursed between 2016 and 2023

**\$336,572.09**

Amount in American Legion National Emergency Fund grants issued to members and posts that suffered damage from natural disasters in 2023

**\$342,435.66**

Operation Comfort Warriors grant dollars disbursed in 2023, an all-time high



Scan this QR code to view the most recent audited financial statement of American Legion National Headquarters.



[legion.org/financialreport](https://legion.org/financialreport)



**\$1,484,112**

Amount in American Legion Legacy Scholarships awarded in 2023 to 321 students, an all-time high

**\$6,424,500**

Amount in American Legion National Oratorical Contest scholarships awarded between 1938 and 2023

## 2023 AMERICAN LEGION YOUTH SCHOLARSHIPS

| Scholarship                       | Number of Students | Awards          |
|-----------------------------------|--------------------|-----------------|
| American Legion Legacy            | 321                | \$1,484,112.00  |
| Samsung                           | 91                 | \$238,750.00    |
| National Oratorical Contest       | 49                 | \$195,500.00    |
| Eagle Scout of the Year           | 4                  | \$17,500.00     |
| American Legion Baseball          | 25                 | \$12,500.00     |
| American Legion Baseball Academic | 9                  | \$25,000.00     |
| Junior Shooting Sports            | 4                  | \$12,000.00     |
| Local post scholarships awarded*  | 3,359              | \$12,752,340.35 |

\*2023 Consolidated Post Report, with 68% of posts reporting

**Total \$14,737,702.35**

# American Legion National Contacts

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