

Phoenix Gift Shop Summary

The American Legion Auxiliary- Department of Arizona- 2025 Phoenix Gift Shop consistent of three (3) categories that directly served veterans and/or veterans' families. Categories included- the Phoenix Gift Shop; animated dogs, cats, and birds for veterans with dementia; and, gift bags for veterans diagnosed with Post Traumatic Stress (PTSD).

The Phoenix Gift Shop foundation is the physical gift shop where veterans shop for a gift for themselves, their spouse, and children under 18 years old living in the household. Auxiliary volunteers "check-in" the veteran by viewing an official veterans' ID and logging the first name of their spouse, as well as the first name and age of their children. The volunteer then shops with the veteran in the gift shop. Additional volunteers then wrap each gift for the veteran.

The 2025 Phoenix Gift Shop continued support to veterans diagnosed with dementia through the purchase of animated dogs, cats, and birds. This gift service to veterans began in 2024, by the 2023 & 2024 Chairman Christine Paulson. This category of service was very near to Chairman Paulson's heart as her prior husband passed of the disease. This Chairman's father was diagnosed with dementia this year and is honored to continue this category of service.

A third category of direct service to veterans was added by this Chairman, gift bags for veterans diagnosed with PTSD. The Veterans Hospital publishes a list of these veterans' needs. Encouraging cards, color books, and key chains were placed in gifts bags for the hospital to distribute.

COVID & Location Move

The Phoenix Gift Shop moved from the Phoenix Veterans Hospital during COVID. This change was made to reduce the spread of COVID. This is the third year that the Phoenix Gift Shop was hosted by The American Legion (TAL)- Luke Greenway Post 1.

TAL Post 1 has been an excellent and gracious host! This Chairman strongly recommends continuing the Gift Shop at TAL Post 1. The location is close to the Phoenix Veterans Hospital and several VA Clinics which enhances the ability to reach veterans as they travel to their appointments. Finally, a consistent location will assist in continuous service to veterans.

+392%

2025 Increase in Veterans Assistance

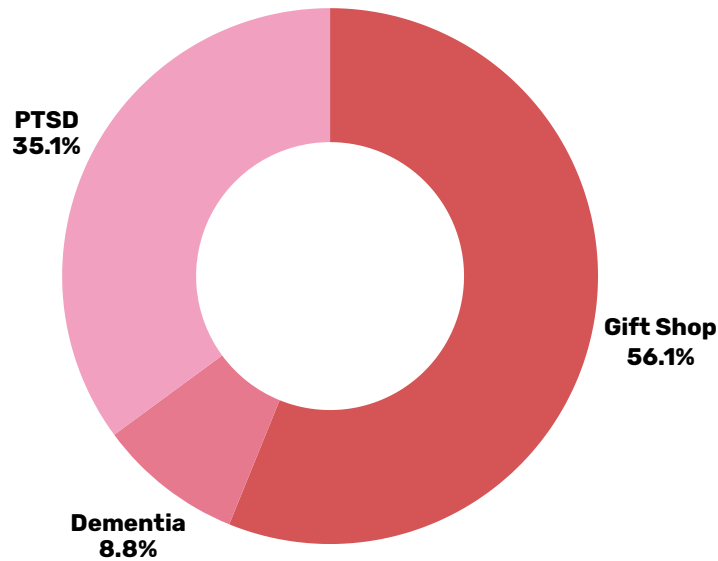
An increase in veterans direct service (from 49 to 192 veterans served) at the Phoenix Gift Shop was due to this year's partnership with the VA Hospital to distribute the Gift Shop flyer on FaceBook, Instagram, and printed flyers were distributed at the VA hospital and area clinics.

To ensure that the 2026 Chairman has the needed initial tools, this Chairman created a flash drive with the flyer, contacts, and other needed information.



Veterans & Families Served

Veterans Served



342 Veterans

56.1%

The Phoenix Gift Shop provided 192 (128 male & 54 female) veterans with gifts.

35.1%

PTSD gift bags were provided to 120 veterans.

8.8%

Thirty (30) animated animals (10 birds, 10 cats, and 10 dogs) were provided to veterans with dementia.

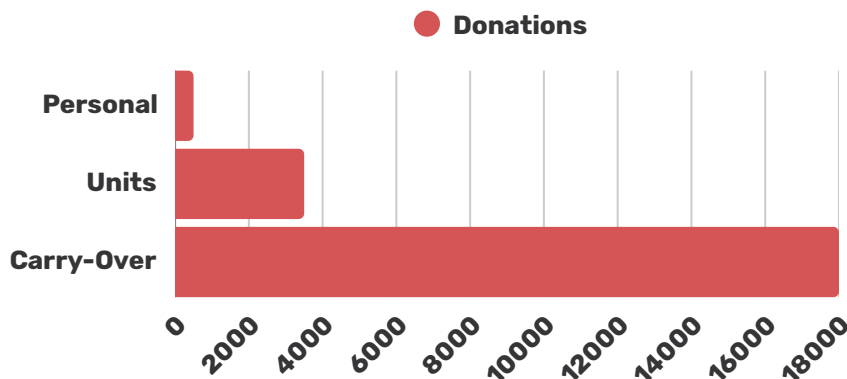
Veteran Families Served

The Phoenix Gift Shop provides an opportunity for the veteran to shop for both spouses and children, along with their own gift.

A 392% increase, or 342 veterans, were served through the 2025 Gift Shop. 192 veterans received gifts and shopped for 129 spouses and 235 childrens gifts at the Gift Shop.

129 Spouses

235 Children



Monetary Donations

The 2025 Phoenix Gift Shop was largely funded by carry-over funds from 2024.

Secondly, the American Legion Auxiliary Unit donations continue to their support of the Pheonix Gift Shop program.

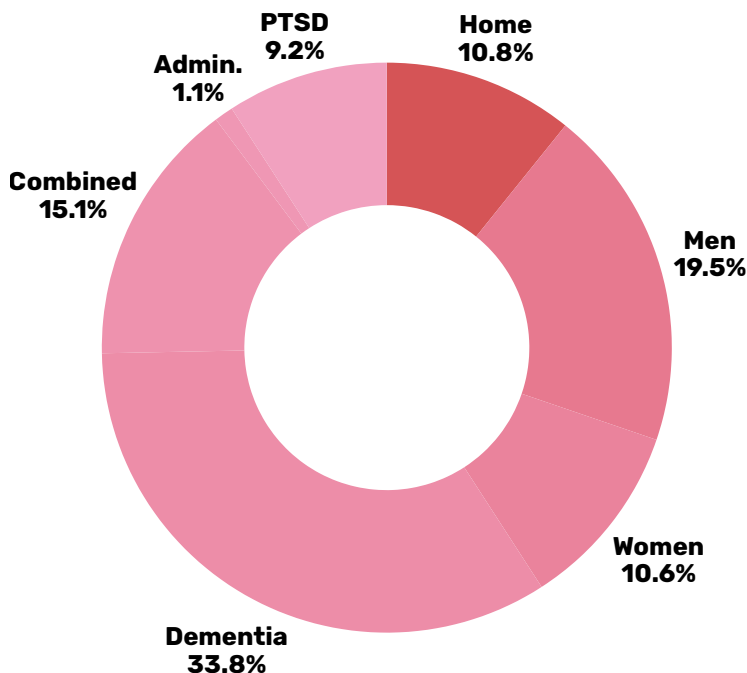
Thirdly, individual monetary donors continued their support. This year, this Chairman was honored by The American Legion Commander Gary Vaughn's visit and personal donation!

Phoenix Gifts Program Expenses

Veteran Families Served

The Phoenix Gift Shop provides an opportunity for the veteran to shop for both spouses and children, along with their own gift. This year 192 veterans gifted for 129 spouses and 235 children through the Phoenix Gift Shop.

Expense Categories



\$18,000 Expenditures

33.8%

DEMENTIA- the average cost of a 30 Joy animated animal is cost prohibitive for many veterans, at an average cost of \$112.11. \$3,363.22 total expense.

19.5%

MEN- Total expense \$1,935.65

15.1%

COMBINED Categories- Total Expenses \$2,718

10.8%

HOME- Total expense \$1,071.74

10.6%

WOMEN- Total expense \$1,055.91.

9.2%

PTSD- Total expense \$910.96

1.1%

SUPPLIES- Total expense \$106.51

Recommendations

Recommendations for the 2026 Phoenix Gift include, providing the promotional flyer to the Veterans Hospital Voluntary Services for distribution, as well as adding the flyer to the Hospital's FaceBook and Instagram accounts. This is crucial to obtain support from the Veterans' Administration to get the word out. A Phoenix Gift Shop Guidebook and supporting flash drive has been created for the new Chairman. This Chairman recommends that the 2026 Chairman use the guide to "hit the ground running." Further, This Chairman recommends utilizing grants to make the money spread farther. Finally, this Chairman recommends the use of Amazon and/or other on-line based stores to reduce milage and gas exdenditures.

Thank You

Madame President Chavez, thank you for this appointment and the opportunity to serve veterans and their families through the Phoenix Gift Shop program. Viki Jackson, Department Chairman