

DECEMBER 2024 MEMBERSHIP IMPACT REPORT

A Report from American Legion National Headquarters



VOICES

"The money allocated toward new construction and updated housing is sorely needed at some bases. We applaud the negotiators for including these measures."

- American Legion National Commander James LaCoursiere Jr., in response to the inclusion of \$15 billion for military quality-of-life improvements in the National Defense Authorization Act passed in December by the House and Senate Armed Services Committees



11,250

American Legion Family members who took the Be the One/Columbia University Training Protocol in 2024 to learn how best to respond to veterans who may be at risk of taking their own lives.



Number of messages sent to lawmakers via the American Legion's Grassroots Advocacy Center web portal in support of the Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act, which was approved by Congress Dec. 16. The number of messages sent to lawmakers in the previous month, altogether, came to 18,017.



4 million

Estimated number of viewers who saw American Legion advertisements in targeted local markets with strong military presences during the Dec. 14 125th Army Navy football game.



Times a U.S. veterans service organization had a sponsorship role in the Army Navy Game in its 125-year history until Dec. 14 when The American Legion's associate sponsorship began.



Informal Hearing Presentations prepared by American Legion VA appeals representatives, free of charge, on behalf of disabled veterans disputing their initial claims decisions, in December.

4 \$1,105,563

Amount in retroactive VA disability benefits awarded in December to veterans who used American Legion appeals representation, free of charge.

5 27

New American Legion service officers who received accreditation in December to assist and represent veterans, free of charge, with their VA disability claims.

¥¥\$5,785

Amount in American Legion Temporary Financial Assistance grants disbursed in December, stabilizing homes for 14 children.

\$1,847,813,025

Amount in VA disability benefits secured for veterans in December, using free American Legion initial claims and appeals representation.



Board of Veterans Appeals dispositions rendered in December for veterans using free American Legion representation, of which only 17.8% of cases were denied. Of those, 37 appeals were granted outright and another 66 were remanded for further documentation.



American Legion Junior Shooting Sports clubs that completed their registrations in December for 2025 competition.



98

Number of ROTC/Junior ROTC recognition certificates distributed to American Legion posts by the National Security Division in 2024.

IN MEMORIUM

"His commitment to human rights and community service was respected worldwide. He lived longer than any president in American history and made the most of his post-presidential years by strongly advocating for world peace and improving the lives of the disadvantaged. His energy, integrity and humility were admired by people across the political spectrum."

- American Legion National Commander James A. LaCoursiere Jr., following the Dec. 29 death at age 100 of former U.S. President Jimmy Carter, a Navy veteran and member of The American Legion





Miles spanned, coast to coast, by the national Medal of Honor Highway, U.S. Highway 20, which was officially designated by President Biden on Dec. 17 after years of effort by Oregon Legionnaire Dick Tobiason and his fellow veterans.

\$108,555.32

Amount in American Legion National Emergency Fund grants disbursed in December to six posts and 25 individuals who faced severe losses due to natural disasters.



Increase in flag purchases through American Legion Emblem Sales in 2024, over the previous high record year of flag sales in 2023. Ten of 11 months in 2024 were single-month highs for Emblem Sales.



December downloads of The American Legion Tango Alpha Lima podcast episode featuring Tim Jensen, Chief Brand Officer of Grunt Style and chairman of its foundation; it was the most downloaded of any episode during 2024 and the fourth most of all time.

\$30,942

Amount in American Legion national youth scholarships disbursed in December, to 13 recipients.

TESTIMONY

"(VA's Staff Sergeant Parker Gordon Fox Suicide Prevention Grant program) grants have allowed organizations to coordinate initiatives related to post-traumatic growth, peer-support services and cultural/faith-based programs. This upstream approach aligns with The American Legion's Be the One campaign and Buddy Check program, and we strongly support any effort by this committee to address the veteran suicide epidemic. But we also recognize Congress' duty to ensure taxpayer dollars are going to effective programs and organizations.



The American Legion supports H.R. 9924, which would establish standards for clear and measurable objectives to help evaluate the effectiveness of programs like Fox, and the creation of a standardized methodology for future initiatives."

- American Legion Veterans Affairs & Rehabilitation Division Director Cole Lyle, testifying before the House Committee on Veterans' Affairs Subcommittee on Health Dec. 17



Approximate rounds of ceremonial ammunition distributed to 315 American Legion posts and 39 departments in 2024, as part of the Military Surplus Loan Program, administered by The American Legion National Security Division. The program also distributed 945 riles, 1,650 clips and 15 static displays.

\$4,490

Amount of an American Legion Operation Comfort Warriors grant issued in December to help purchase two sails for a sailboat that will be used for veterans' mental health therapy. One sail will have the Be the One logo and the other will have The American Legion logo.



Filled Christmas stockings distributed to active-duty personnel living in barracks at Davis-Monthan Air Force Base by Tucson, Ariz., American Legion Post 36 in December. The post followed that by donating 125 pairs of socks to veterans in the Southern Arizona VA Health Care System and another 250 for VA Volunteer Services.



21

Eagle Scout recognition certificates distributed in December by The American Legion's Americanism Division, to go along with one Gold Star certificate to a Girl Scout.



New Sons of The American Legion squadrons chartered in December: San Fernando, Calif.; Deer Lodge, Mont.; and Collegedale, Tenn.