



## AUGUST 2021 **MEMBERSHIP IMPACT REPORT**

A Report from American Legion National Headquarters



### **VOICES**

*"A lot of times, Vietnam veterans haven't spoken about their feelings for 45-plus years ago because they didn't feel they had the place to go. They smushed it down and kept their feelings inside. It's beautiful that this gives Vietnam veterans the opportunity to mentor and support Afghanistan veterans who are going through a very similar situation. I hope that hearing each side speak, each side will be able to take something from it."*

*- New Berne, N.C., American Legion Post 539 Commander Liz Hartman, following an Aug. 18 town hall that invited veterans of all eras, emphatically those who served in Operation Enduring Freedom, to share their thoughts and feelings about the withdrawal of U.S. forces and the Taliban takeover of Afghanistan in August*



# 4.4 million

Number of online telehealth appointments conducted by VA through August 2021, more than double the 2020 number, according to VA Secretary Denis McDonough, who spoke Aug. 31 at the 102nd American Legion National Convention, in Phoenix.



# \$14.5 billion

Approximate amount in VA disability compensation secured for veterans, free of charge, through American Legion accredited service officers in fiscal 2020.



Number of players who returned to the lineup from the Idaho Falls, Idaho, Bandits' 2019 American Legion Baseball World Series championship team, to claim the title again on Aug. 18, 2021.



Number of U.S. flag-respect inquiries fielded by the national American Legion Americanism Division in August.



2,216

Number of American Legion posts nationwide that participate in the Emblem Sales Flag Rewards program that offers discounts on merchandise for posts that purchase U.S.-made flags for their communities.



National television audience for the 2021 American Legion Baseball World Series on ESPN to go along with more than 1.3 million in local TV viewership.



Percentage of revenue generated among U.S. small businesses that are veteran-owned, according to Margaret Evangelesta, director of the Veteran Business Outreach Center in Arizona, a panelist during an American Legion Veterans Education and Employment Commission meeting in Phoenix on Aug. 28.



Percent of U.S. small businesses owned by American veterans, according to Evangelesta.



# 1.1 million

Amount presented by American Legion Riders onstage at the 102nd National Convention Aug. 31 in support of The American Legion Legacy Scholarship Fund. The Department of Minnesota led the fundraising effort with \$174,000, the fourth straight time it has produced six-digit contributions. More than \$400,000 came in through the 16th Legacy Run, which arrived Aug. 26 in Phoenix. The scholarship fund provides college money for the children of military personnel who lost their lives or became over 50% disabled since Sept. 11, 2001.

## VOICES

*"I think many civilians in the country understand that it's difficult to come back from serving, but I don't think many understand the depths of that. For myself, it was a big education. And then to be able to do the PSA and help get that word out to everyone else has been really impactful and certainly something we need to correct. Be there for those vets returning and try to surround them with what they need to come back to civilian life. It's something I'm very proud to be a part of and excited to really make a difference with that initiative."*

*-Jimmie Johnson, driver of The American Legion 48 car in the 2021 INDYCAR Series, speaking about veteran suicide prevention in a panel discussion Aug. 31 with car owner Chip Ganassi and fellow driver Tony Kanaan, onstage at the 102nd American Legion National Convention in Phoenix*



# 234

Percentage by which American Legion Post 302 in St. Louis, Mo., grew its membership in 2020-21, having restarted in 2019 after it had been closed down several years ago. The post strategy: engage and invite post-9/11 veterans to join.



# 14,880

Rounds of blank ammunition provided in August to American Legion posts for ceremonies through the DoD Military Equipment Donation program, administered by the National Security Division of National Headquarters in Washington, D.C.



# 7,532

Number of Tango Alpha Lima podcast downloads during the month of August 2021, beating the previous best month by more than 2,500 downloads. The American Legion-produced program saw a major increase through its 20-20-20 series with daily episodes offering firsthand accounts of the events around 9-11.



# 1

Ranking of The American Legion Magazine among more than 150 publications, by an independent auditor in an analysis of reader frequency – having read three of the last four issues.



# \$13,050

Amount in August grants disbursed to nine American Legion Mission Blue Post applicants to help them cover essential costs caused by the COVID-19 pandemic.



# \$24,107

Amount in American Legion Operation Comfort Warriors funds disbursed in August through three grants, serving 371 veterans and troops recovering from service-connected health conditions.



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