

AUXILIARY OUTREACH AMBASSADOR



BAMBI JOHNSON

2319 N. Cortez Road
Apache Junction, AZ 85119
480-318-2131
auxiliaryoutreach24@outlook.
com

The VFW Auxiliary has always been about volunteering and helping others. The VFW Auxiliary Outreach Program gives Auxiliaries the opportunity to do more with local communities, civic organizations and many other wonderful organizations and is a way to be more visible while establishing ourselves as strong supporters of our community.

The general population may not have a good understanding of our organization and what we do. Without a membership card, their view is from the outside of our building through events and media.

By seeing members, in VFW Auxiliary attire, partnered with other groups, at events and programs to benefit the community, we show our belief in sharing our most valuable asset... **our time.**

While volunteering at an event with an organization, you can engage with others about who we are and what we do. This is a great way to provide information about our Programs and attract new members who have a similar passion for our mission. Think of this as a way to **invite the outside into** our organization.

Here are some ways to find and establish partnerships in your area:

- Prepare a letter of introduction to send to organizations that do community events.
- Create a flyer that can be posted to both your Auxiliary and community social media pages.
- Email your members asking if there are members of any outside organizations that do community events.
- Do a press release about the Program.
- Check local newspapers and bulletin boards.

Steps to a successful Auxiliary Outreach project:

- Partner with organizations that could use assistance.
- Vote and approve a motion to provide that assistance at your meeting.
- At least one Auxiliary member must participate in the event.
- Wear VFW Auxiliary attire while participating (shirt, hat, name badge, lanyard, etc.) and share info about the VFW Auxiliary, what we do, why we do it and, of course, how they can become a part of our organization if they are eligible!

Suggested Auxiliary Outreach events for partnerships:

- Partnering with First Responders: assist Police with Child ID kits or assist EMTs hosting CPR training.
- Senior Citizens Centers: deliver groceries or deliver for Meals on Wheels or teach a basic computer class at a senior center.
- Help animals and the environment by partnering with an animal shelter, plant a tree with parks and recreation or clean a public area.
- Help the food insecure and/or homeless: partner with a food bank or help sort donations at a homeless shelter.
- Partner with the Red Cross or others at their blood drives.
- Events can be held at your Post Home if the volunteers are only there to help another organization and the Auxiliary did not plan the event.
- Auxiliary Outreach is for projects not affiliated with VFW or VFW Auxiliary Programs.
- Donations, either monetary or of goods, are also not reportable under the program. Time, funds and goods should be reported to your Post using the VFW Community Service report.

A special benefit of the Auxiliary Outreach Program:

When individuals of all walks of life weave themselves together for the sake of others, we create a beautiful design with lasting threads of friends and fellowship.

You can find forms and many helpful items for the Auxiliary Outreach Program behind MALTA Member Resources, Auxiliary Outreach.



AUXILIARY OUTREACH PROGRAM

Building Partnerships • Auxiliary Participating in Outreach

Auxiliary Outreach is partnering with organizations for the benefit of your community or its institutions. Auxiliary Outreach can:

- Be performed by people of any age, skill set or ability level.
- Benefit any group of people such as children, senior citizens and those with disabilities.
- Benefit animals, the environment and public spaces.
- Be done in communities of all types and sizes – rural, suburban and urban, small and large.

We partner to make a difference in our community, but we also receive benefits including:

- Helping others
- Learning new skills
- Career advancement
- Increased confidence
- Meeting new people
- Fighting stress and depression
- Developing a stronger sense of purpose
- Personal growth

Outreach and the VFW Auxiliary

While emphasis is placed on our core VFW and Auxiliary Programs, we realize Auxiliaries also participate with other community organizations. Auxiliaries can now report and be recognized for such community work through the Auxiliary Outreach Program. Projects may be done by the Auxiliary alone or with the VFW Post.

Collectively, all of our volunteer hours need to be counted to effectively show the importance of the local VFW and VFW Auxiliary to the community.

Be visible and show your pride in the VFW Auxiliary by wearing Auxiliary-branded attire when you participate in Auxiliary Outreach. A shirt, jacket or hat with the Auxiliary emblem can start a conversation about the Auxiliary and what we do. It is also a great way to show members volunteering out in our communities and not just in our Post Homes.

What's Considered Auxiliary Outreach

When an Auxiliary partners with an organization outside our own, it should be considered Auxiliary Outreach **if the project was approved by the Auxiliary and recorded in the meeting minutes prior to the project.**

On rare occasions such as a natural disaster or emergency community need, the project may be voted on after the fact. (When the Auxiliary votes to partner with another organization and only one member is able to show up, it still counts as Auxiliary Outreach.)

Examples include:

- Participation in walks that benefit other organizations as an event spotter, water station volunteer, timekeeper, etc. (Walking or running in the race is not part of Auxiliary Outreach.)
- Partnering with local police on child ID kits.
- Partnering with firefighters on fire safety and prevention.
- Partnering with EMTs to host CPR training.
- Partnering with parks and recreation departments to plant trees, adopt-a-park initiatives and develop community art installations.
- Partnering with an animal shelter or mobile neutering clinic.
- Partnering with a soup kitchen to stock shelves or serve food.

When we participate in Auxiliary Outreach we become better citizens of the communities in which we live.

What's Not Considered Auxiliary Outreach

- **Auxiliary Outreach is for projects NOT AFFILIATED with VFW or VFW Auxiliary Programs.**
- Volunteer work that is performed for the benefit of the Post or Auxiliary is NOT considered outreach service. Examples of projects that do not qualify include:
 - Repairs or maintenance to the Post Home.
 - Cooking or serving a meal for a Post or Auxiliary fundraiser.
 - "Buddy"® Poppy distribution.
 - VFW or Auxiliary meetings, Conventions, Conferences or schools of instruction.
 - Church activities for one specific congregation and not the entire community (e.g., usher, elder, deacon, minister, etc.)
 - Serving on a board in your community. (e.g., school board, board of trustees, etc.)

QUALIFIES

Spending time in a local homeless shelter kitchen serving meals, bussing tables or cleaning up.

Partnering with the police or fire department on bicycle or home safety training class.

Your Auxiliary approves helping a local cancer group setting up their event or manning a booth.

Partnering with the garden club to clean up local parks.

Help a youth group collect food donations for the local food pantry.

DOES NOT QUALIFY

Taking comfort items to the local USO.

Donating trophies to a youth sports group.

Hosting a luncheon/dinner for a local organization

Sending an Auxiliary check to support a charity that organized a walk-a-thon or run.

Collecting clothing and comfort items for homeless veterans at the Post Home. (This would be Veterans & Family Support.)

Passing the collection basket at church services.

AUXILIARY OUTREACH PROGRAM AWARDS

Awards for Auxiliaries

1. Most outstanding photo collage created by the VFW Auxiliary of their VFW Auxiliary Outreach partnerships during the current Program Year.
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that creates the most outstanding photo collage of their VFW Auxiliary partnerships during the current Program Year.

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to their Department Auxiliary Outreach Chairman by March 31, 2025 for judging. The Department Auxiliary Outreach Chairman must sign and send a copy of the completed Department-winning entry form to the National Auxiliary Outreach Ambassador by April 30, 2025 for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

Awards for Departments and Department Chairmen

1. \$25 VFW Store gift certificate to one Department Auxiliary Outreach Chairman in each of the 10 Program Divisions for the best promotion of how to build partnerships outside of the VFW Auxiliary organization.
2. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on Page 5 and for the promotion of the Program goals listed at the top of Page 13.

Winners will be announced and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio.