

INFORMATION PAPER

SUBJECT: AER Fundraising Activities

1. **Purpose.** To provide information on proper management of AER fundraising on Fort Belvoir.

2. **Facts.**

a. Official fundraising. DoD employees may not officially endorse or appear to endorse fundraising for any non-Federal entity except for the following organizations: the Combined Federal Campaign; Army Emergency Relief; Emergency and disaster appeals approved by OPM; the Navy-Marine Corps Relief Society; the Air Force Assistance Fund; and other organizations composed primarily of DoD employees or their dependents when fundraising among their own members for the benefit of welfare funds for their own members or their dependents (private organizations). **Joint Ethics Regulation (JER), DoDD 5500.7-R, para. 3-210.** All official fundraising must be conducted in accordance with AR 600-29 (Fund-Raising Within the Department of the Army).

b. The AER. Army Emergency Relief was incorporated under the laws of the District of Columbia on 5 February 1942 as a private, nonprofit organization to collect and hold funds to relieve distress of members of the Army and their dependents. Army Emergency Relief provides emergency financial assistance to Soldiers (active and retired) and their Families in time of distress. Army Emergency Relief assumed the Army Relief Society (ARS) mission to provide financial assistance to spouses and orphans of Regular Army personnel upon merger of ARS with AER on 2 July 1976. Army Emergency Relief exists solely for *“helping the Army take care of its own.”* **AR 930-4, para. 1-7.**

c. Sources of AER funds. Funds for AER assistance programs come from the following sources:

(1) Annual voluntary contributions from Soldiers (active and retired) during the fund campaign.

(2) Unsolicited contributions (bequests, memorials, legacies, and so forth).

(3) Repayment of loans.

(4) Income from reserve funds.

Contributions are solicited only from within the Army during the Annual Fund Campaign. All contributions to AER are tax deductible, for income and estate tax purposes, as gifts to a charitable organization. **AR 930-4, para. 5-1.**

d. The Annual Campaign. The purposes of the annual AER campaign are to:

(1) Provide the opportunity for Soldiers to make donations to AER to help their fellow Soldiers.

(2) Increase awareness of all Soldiers (active and retired) and their dependents, including spouses and orphans of deceased Soldiers, about the types of financial assistance available from AER.

(3) Publicize procedures to obtain AER assistance.

(4) Comply with Internal Revenue Service policies to maintain not for profit, tax exempt status of AER. **AR 930-4, para. 5-3(a).**

e. The Rules.

(1) Dollar goals may be set at the installation level.

(2) Individual goals, quotas, or prescribed amounts for individual contributions are not permitted nor will lists of non-contributors be compiled for any reason.

(3) Each individual will have the option of disclosing or keeping his or her contribution confidential.

(4) The campaign should be based on voluntary contributions. Assure that each Soldier and retiree; if possible, is given the opportunity through on-the-job solicitations, and other fundraising events, to contribute voluntarily under policies and procedures. Practices that involve compulsion, coercion, or reprisal to Soldiers because of the size of their contributions or their failure to contribute are prohibited. **AR 930-4, para. 5-3(c).**

f. Awards and rewards are as follows:

(1) No awards or rewards initiated within the Army will be made to individual solicitors for achievements in a fund drive. Comments on efficiency reports, plaques, passes, training holidays, relief from guard duty or details, and all other incentives or rewards to those who contribute to fund drives, likewise are not permitted. Also, awards from higher HQ to their subordinate units or their commanders for goal accomplishment or percent of participation, will not be used.

(2) Recognition, such as letters of commendation, for exceptional performance in organization or administration of a campaign, is appropriate. **AR 930-4, para. 5-3(d).**

g. Publicity is as follows:

(1) The campaign will be publicized on a continuing basis, before and during the period of the campaign.

(2) Publicity on unit percentage of participation, such as charts, bulletin boards, special reports, daily bulletins or other announcements, "thermometers," and any other publicity which indicates unit standings or comparative standards and achievements, will not be used.

(3) Use of a "thermometer" is appropriate, at installation level, but it will show only the progress of the entire installation toward the installation goal, if one has been established, or the installation's total contribution. Unit contributions will not be indicated in any manner.

(4) Individuals ineligible for AER assistance should not be solicited, but those who desire to contribute should be given that opportunity.

(5) Special fund-raising events such as marathons, walk-a-thons, car washes, sports events, carnivals, and bake sales, as deemed suitable by the commander concerned, may be used to raise money for AER. Conduct of such events should be guided by good taste and common sense.

(6) Contributions may be made by allotment (para 5-4), cash, or check.

(7) Campaign leaflets and posters will be furnished by HQ, AER. The number of leaflets and posters provided will be based on requirements submitted to HQ, AER in the most recent Campaign After-Action Report.

(8) Commanders, when publicizing the campaign and AER, will use HQ, AER campaign material with local information of past and current AER assistance provided by the AER section. **AR 930-4, para. 5-3(e).**

3. Questions with regards to the AER should be directed to the Directorate of Family, Morale, Welfare and Recreation, Vonnie Blanken, (703) 805-3130/4590.

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Approved by LTC Reid, SJA