



Reports to the

Department

Executive

Committee

Internal Affairs Commission

Committees of the Internal Affairs Commission consist of American Legion Riders, Membership, Sons of the American Legion, Strategic Planning, and Training. Those committee reports that were sent to me are included.

The Department of Iowa, as of 9-26-25, was at 59.0217 % of the goal for this year. Iowa is currently doing well, but the next three months are critical to the Department of Iowa meeting its goal for this year

.

National has some new tools for our Posts to use for growing membership in 2025-2026, with a chance of winning tickets to the Army-Navy game later in the year.

When it comes to membership, the Legion Posts must work on membership every day, every event our post members attend.

For God and Country
Membership Chair
Bob Colin

To: Department Executive Committee

From: Training Committee Chairman

Subject: Fall DEC Report

Commander Alderson,

The Training Committee met via Zoom teleconference on Monday September 22, 2025. Chairman Kenneth Fields, committee members Cliff Barkley and Whitney Smith-McIntosh were in attendance. Dave Rehrebein, John Derner, and Polly Graham were excused.

The committee discussed several ideas for the 2026 Mid-Winter Conference to be held at the Des Moines Airport Holiday Inn February 12 – 15, 2026.

- A ninety-minute Be the One QPR training was discussed to be an offering at Mid-Winter with a signup required for Legionnaires seeking to support the Be the One program.
- Requesting Allegiant Airlines to provide a 30 – 45 minute presentation on veteran's benefits provided by the airline and new routes that may be of interest.
- Providing a 30 – 45 minute presentation on funeral home, wills, and death benefits, (Final Salute).
- Polly Graham's film presented at the last leadership school.
- Adjutant training
- Ken George, Dean of Legion College
- Legion Riders class
- QR codes, Venmo, and the new app for recruiting.
- Via email from John Derner, there is a request for time by a candidate for National Commander.
 - National Judge Advocate Mark Seavy about doing a class. The course that the National Judge Advocate suggested was – IRS compliance / Incorporation of Posts / Post & Member Discipline.
 - Via email Dave Rehbein suggested that the requirement for incorporation should be included with the IRS compliance / Incorporation of Posts / Post & Member Discipline training.

The Training Committee will continue to meet on the 4th Thursday of the month via Zoom conference until we have a solid training schedule for training 2026 Mid-Winter Conference.

Respectfully,

Kenneth Fields

Training Committee Chairman

SAL Committee Chairman's Report 10/1/2025

As of September 29 th , Iowa is currently sitting 13th in the National Standing at and number 1 in the Midwest Region.

Iowa's end goal is 5238. Iowa is currently sitting at 1717 with 32.78% which is over the 25% set for October 15 th , plus Iowa has a renewal rate of 31.42%

Target Dates

Oct 15 th 25%

Nov 13 th 35%

Dec 10 th 45%

Jan 14 th 60%

Feb 11 th 75%

Mar 11 th 80%

Apr 8 th 90%

May 13 th 100%

July 29 th 105%

As some of you know. Iowa has the trailing candidate for National Commander.

Mike Monserud 2027-2028

If your squadron doesn't have their membership cards it is because they haven't turned in one of the following Officer Verification, Squadron Officer Reports, Squadron Data Reports and Consolidated Squadron Reports.

I'm also attaching what the detachment did during the year on the CSR.

Respectfully submitted

SAL Committee Chairman

Gary J Quinlan

Detachment of Iowa

2024-2025 Accomplishments

Americanism																	Children & Youth																
\$7,100	Donations/Costs for Boys Sate/Girls State																\$2,350	Donatoins to Child Well-Being Foundation															
257	Boys Sate/Girls State Hours																0	Hours Spent for Child Well-Being Foundation															
\$0	5-Star/Ten Ideals Programs Costs																\$320	Donations/Costs to Special Olympics															
62	Hours Spent Instructing 5-Star/Ten Ideals Programs																16	Hours Donated for Special Olympics															
\$7,969	Cost of Flags Presented (All Sizes/Events)																\$0	Donations to Children's Miracle Network															
2,425	Hours Spent Distributing Flags (All Sizes/Events)																0	Hours Donated to Children's Miracle Network															
\$5,152	How Many Flags Presented (All Sizes/Events)																\$1,000	Donations to Ronald McDonald House															
\$379	Donations/Costs of Flag Eduction Programs																19	Hours Donated to Ronald McDonald House															
279	Hours Spent Presenting Flag Education Program																\$0	Donations to Children's Organ Transplant Association															
\$22,310	Scholarships Awarded																0	Hours Donated to Children's Organ Transplant Association															
255	Hours Spent on Other Educational Programs																\$2,000	Donations to T.A.L. Veterans & Children Founation															
\$0	Donation/Costs for Oratorical Contest																175	Hours Donated to T.A.L. Veterans & Childrens Foundation															
2812	Hours Spent for Oratorical Contests																\$11,030	Donations to Other Children & Youth Projects															
\$2,987	Donations/Costs for Color Guards																637	Hours Donated to Other Children & Youth Programs															
\$3,891	Hours Spent for Color Guards																\$16,700	Total Dollars of Support to Children & Youth Programs															
\$93,887	Donations to Other Organizations																\$3.73	Dollars per member of support for C&Y Programs															
\$24,061	Community Service Hours																847	Total Hours of Support to Children & Youth Programs															
\$5,100	Donations/Cost for Scouting Program																0.188978	Hours per member of support for C&Y Programs															
\$343	Hours Spent for the Scouting Program																\$5.66	Value of one Volunteer Hour is \$34.79*															
\$2,919	Donations/Cost of Junior Shooting Sports Program																																
\$2,215	Hours Spent Helping Junior Shooting Sports Program																Veterans Affairs & Rehabilitaion																
\$1,300	Donations/Cost of American Legion Baseball																\$600	Donatoins to V.A. Mediacl Centers and Facilities															
\$82	Hours Spent Helping American Legion Baseball																440	Hours Donated to V.A. Medical Centers and Facilities															
\$3,210	Sponsorships for Other Teams																\$1,850	Donations to State Veterans Facilities															
\$635	Hours Spent Sponsoring Other Teams																54	Hours Donated to State Veterans Facilities															
\$132	Donations/Costs for Blood Drives																\$150	Donations/Costs for National Veterans Assistance Day															
\$356	Hours Spent for Blood Drives																48	Hours Donated for National Veterans Assistance Day															
\$1,200	Donations to National Emergency Fund																\$150	Donations to Operation Comfort Warriors															
\$0	Hours Spent for National Emergency Fund																25	Hours Donatied to Operation Comfort Warrior															
\$2,900	Donations to Legacy Scholarship Fund																\$2,500	Donations to Fisher House Foundation															
\$0	Hours Spent for Legacy Scholarship Fund																0	Hours Donated to Fisher Houses Foundation															
\$34,026	Donations to Other Americanism Projects																\$7,772	Donations to Other VA&R Projects															
\$2,947	Hours Spent for Other Americanism Projects																336	Hours Donated to Other VA&R Projects															
\$185,419	Total Dollars of Support of Americanism Programs																\$1,600	Donations to Homless Veterans															
\$41	Dollars per member of support for Americanism																125	No. of Hours to Homeless Veterans															
\$44,510	Total Hours of Support of Americanism Programs																\$3,275	Donation to Troop & Family Support															
\$10	Hours per member of support for Americanism																196	No. of Hours to Troop & Family Support															
\$297	Value of one Volunteer Hour is \$34.79*																\$13,022	Totals Dollars of Support of VA&R Projects															
																	\$2.91	Dollars per member of support for VA&R Programs															
Interal Affiars																	903	Total Hours of Support for VA&R Projects															
\$61,434	Donations Not Covered Above																0.201473	Hours per member of support for VA&R Programs															
4187	Hours Not Covered Above																\$6.03	Value of one Volunteer Hour is \$34.79*															
\$13.71	Dollars per member of support for Oher Programs																																
0.934181	Hours per member of support for Other Programs																Veterans Employment & Education																
\$27.98	Value of one Volunteer Hour is \$34.79*																\$870	Donatoins to VE&E Projects															
																	597	Hours Donated to VE&E Projects															
Squadron's Reporting 2024-2025: 111 / 160 69%																	\$0.19	Dollars per member of support for VE&E Programs															
Squadron's Reporting 2023-2024: 114 / 158 72%																	0.133199	Hours per member of support for VE&E Programs															
																	\$3.99	Value of one Volunteer Hour is \$34.79*															

American Legion Riders
Legion Riders Committee DEC Report
October 18 th , 2025

The 2025 Riding season is winding down, and the Legacy Ride is complete. Last year we delivered \$17,378.00 to the National Convention, and for 2025 we delivered \$21,675.00 to support the Veterans and Children's Foundation. Several Iowa Riders made the over 3000 mile round trip. As always it's an honor to do this, and we're looking forward to delivering the funds to future National Commanders representing the great Department of Iowa in the years to come.

Overall, The Veterans Emergency Fund in Iowa continues to be a focus for us. For 2025 I encouraged Chapters to support this fund, as it is Iowans helping Iowa Veterans. This was witnessed as a family at Department Convention when a quilt made by and donated by Ann Rehbein raised \$2000.00 for VEF. The winner of the raffle then proceeded to give it back to raise money for the Legacy ride, raising another \$1000.00.

Our new publicly accessible Legion Riders Facebook presence is bringing an avenue of contact

that I hoped it would. On the new Iowa Legion Riders Facebook page, you will see riders donating funds they have raised, escorting homecoming parades, honoring our fallen and at times

forgotten Veterans. This page is open for announcements from across the Legion family, and

many events are shared there as well as on their home pages.

Since Convention there have been a couple of events worth noting. The first is the continued

efforts of escorting out fallen soldiers, often forgotten in Funeral Homes around the state, to their

final resting places. Riders are training in Be The One and organizing Suicide Awareness Rides.

Several Chapters are honoring our Veterans in Nursing homes with a "Flags for Vets" program.

Riders across the state visit these long-term care facilities, and present every Veteran there with a

flag, an official Thank You for their service, and the honor many never received.

One event worth noting was our inclusion, through the efforts of Chapter 232 in Polk City, in the

Veterans Appreciation Night at a home football game. Riders circled the track and made a tunnel

of honor for the players to take the field, as the Urbandale Legion presented the colors. I mention this as a moment of pride. Not only did the Legion Family represent our organization well, but the inclusion of the Riders also shows that our efforts are bringing results. Please continue to use the Riders however and wherever you can. Together we can begin and continue to make a difference.

Respectfully submitted,
Cliff Barker
Chairman, Department of Iowa Legion Riders Committee

Americanism Report

D.E.C. October 18,2025

The question is – how many Americanism Chairmen, whether it be your post, or district Americanism Chairman, have been in contact with anyone in your school system about any of our American Legion Programs? Hoping some of you have done so, who did you contact was that person, the Secretary, Principal, or Guidance Counselor, what information was left with them? Leaving your information with the Guidance Counselor or other people general fails. I hope the proper teacher is who you ask to talk with if possible or set up a time to present the program in person. Most teachers usually have a free period sometime during the day that you could meet with them face to face generally the time frame is 40-45 minutes. Meaning you need to be ready to present your material readily and informational, demonstrating your knowledge of the program. Be sure to allow them time to ask any questions they may have to help clarify a certain point. Also be sure to inform them of the deadline dates needing to be met. Whatever the program chosen, be sure to go to Legion website and make posters and pamphlets of your program to leave with them to display on their announcement board in the room and to be displayed on the general bulletin board for the entire school body to see and read. Statistics show talking in person face to face and having a visual to aid produces the best result of information presented being absorbed and remembered. Americanism is everyone's responsibility.

Veterans Day is approaching, what does that mean or have to do with me or you. Perhaps not you personally, but it should, along with your post members, going to the school asking to do a Veterans Day assembly inviting the public to attend. Present The Colors, Singing of The National Anthem, Reciting of The Pledge of Allegiance, having a speaker or you the post define the importance of what Americanism means, and Patriotism means, and the difference in meaning of each word. These two words along with The Greatest Flag in The World, define who we are The United States of America as defined within the words The Constitution, The Amendments and The Bill of Rights. Who is more

qualified to explain these two words Americanism, Patriotism, and representing The Flag of The United States of America? We proud Veterans and American Legionnaires!!!

Mr. Commander, thank you for the opportunity to Chair this Committee.

James Kessler

Department of Iowa

Americanism Chairman

Community Service Report

What is Community Service? One answer is that it refers to voluntary work intended to benefit the community or individuals within it. It can help various groups, including children, and people with disabilities, and can also improve local environments, such as parks or historic building. That's a general description. The American Legion takes this one step further. We are heavily involved in Community Service, focusing on supporting veterans, military families, and local communities. These efforts include a wide range of activities, like assisting veterans through Veterans Affairs Voluntary Service, or VAVS program, providing financial assistance to families, and organizing events like blood drives and food drives.

Here's a more detailed look at our Community Service initiatives.

VAVS: The Legion actively participates in VAVS program, providing over 900,000 volunteer hours annually at VA medical centers

Financial Assistance: The Legion offers programs like Temporary Financial Assistance, or TFA to help eligible veteran families with debt relief and financial stability.

Disaster Relief: The Legion provides financial assistance and support to communities affected by disasters.

Fundraising: The Legion hosts fundraising events to support veterans, military families and youth programs.

Youth Programs: The American Legion supports youth through programs like Legion Baseball, Jr Shooting Sports and Boys and Girls State.

American Legion Riders: With over 100,000 Legion Riders in more than 2,000 Chapters across every domestic department and at least 3 foreign countries, the community is united in service and camaraderie.

Homesless Veterans: The American Legion is dedicated to aiding homeless veterans through advocacy, essential services and a dedicated Task Force for housing, health care and employment.

National Emergency Fund: The National Emergency Fund, created in response to Hurricane Hugo in 1989, has provided more than \$10 million in direct financial assistance to American Legion Family members and Posts.

Operation Comfort Warriors: The American Legion delivers comfort items to military

hospitals, warrior transition units and other facilities world wide, bringing hope and support to our service members during their recovery.

Temporary Financial Assistance: Since 1925, the American Legion's Temporary Financial Assistance program has provided cash grants to support the minor children of active duty service members and American Legion members in times of need.

Volunteering: Please join the American Legion in making a meaningful impact through a variety of volunteer opportunities that support our veterans, military families and local communities.

Thank you.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Roger Hopwood".

Roger Hopwood

Community Service Chair

To rate an American Legion CPR (Consolidated Post Report), you would assess the post's level of community engagement by evaluating the quantity and quality of activities reported, including volunteer hours, fundraising efforts, youth programs, funeral honors provided, and overall impact on the local community, as documented on the CPR form; a high rating would indicate a post actively participating in a wide range of community initiatives with significant positive impact, while a lower rating would show limited engagement or reporting of activities. 

Key factors to consider when rating an American Legion CPR:

Activity diversity:

How many different types of community service activities are reported (e.g., youth programs, veteran support, fundraising events, community outreach)? 

Participation numbers:

How many members participated in reported activities, and are the numbers substantial relative to the post's membership size? 

Impact on community:

How significantly did the reported activities benefit the local community, including the number of people reached or issues addressed? 

Financial contribution:

If applicable, the amount of money raised through fundraising efforts reported on the CPR 

Accuracy and completeness of data:

Ensure the information provided on the CPR is accurate and all relevant sections are filled out 

Timeliness of submission:

Whether the CPR was submitted by the designated deadline 

How to use the rating:

Categorical rating:

Assign a rating based on a pre-determined scale (e.g., excellent, good, fair, poor) based on the overall assessment of the CPR. 

Points system:

Assign points for each category of activities reported, with higher points for impactful and diverse initiatives, and then calculate a final score. 

Important points to remember:

Context matters:

Consider the size and demographics of the local community when evaluating the post's activities.

✓ **Transparency is key:**

If there are any concerns about the accuracy of the CPR, contact the post leadership for clarification.

Use the CPR for improvement:

Feedback from a CPR evaluation can be used to identify areas where a post can enhance its community involvement. [🔗](#)



The American Legion, Department of Iowa
Children & Youth Committee Report
(DEC Meeting - 18 October 25)

2 October 2025

On August 29, 2025 information on the Fifth Grade Flag Essay Contest was posted on the Department website at www.ialegion.org. This year, a newly revised 2025-2026 Fifth Grade Flag Essay Contest Application was posted making it more user-friendly alongside a promotional contest flyer.

An email was also sent to District Commanders stressing the importance of the contest's purpose of educating our students in developing a deeper knowledge and appreciation for the United States flag along with an attached document of the application showing the following deadlines:

Legion Posts must forward one individual application (via mail or email), to the District no later than January 5, 2026

and

District Children & Youth Chairs are to forward (mail or email) to Department Headquarters, no later than January 22, 2026.

The Department Children & Youth Committee look forward to receiving and judging as many essays as possible at Mid-Winter Conference, to help communicate and keep the program successful.

Respectfully submitted,

Polly Graham
Department Children & Youth Committee

18 October 2025

From: Chairman, Department Veterans Affairs and Rehabilitation

Commission

To: Department Executive Committee

Subj: Veterans Affairs & Rehabilitation Commission Report –

Fall 2025 DEC Meeting

The committee on VA & R has not met since the Department Convention meeting of July 2025. I have put together this report based on past and on-going legislative actions in the State of Iowa Legislative bodies.

HR Bill 1000, this bill is asking for the allocation of funds to help train/certify County Veterans Service Officers. It has passed the house and is currently on the floor of the Senate (when it re-convenes) for ratification.

House File 912 by: COMMITTEE on VETERAN AFFAIRS

An Act relating to state services and benefits provided to veterans, including state grants, public assistance programs, business fee waivers, substance use disorder programs, mental health and disability services, undergraduate tuition and fees, disabled veteran tax credits, department natural resources' licenses and fees, permit to carry weapons fees, vehicle registration fees, and driver's licenses, making penalties applicable, making appropriations, and including effective date provisions,

**BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF
IOWA**

USS IOWA (SSN 797) officially commissioned on 5 April 2025

VA Awards \$84M in Grants to fight Veteran Homelessness.

**\$42M set aside to cover legal fees, \$42M in grants to go to case
management services.**

**Backlog of Vets waiting for VA benefits down 45%! When
President Trump took office in January, the backlog of Veterans
waiting, was more than 125 days for a decision on their VA disability
benefits. Claims stood at more than 264,000. That number is now
down by 45%.**

Respectfully submitted,

Tom Ryan

**Chairman, Department Veterans Affairs and Rehabilitation
Commission**

OCTOBER 2025 DEC Meeting

VA&R Health Administration Report

ALL VA MEDICAL SITES WILL REMAIN OPENED DURING GOVERNMENT SHUT DOWN

Veterans have a higher risk of kidney disease due to service-related injuries, and exposure to toxins. Your decision to become an organ donor can save up to eight lives and enhance more through tissue donation. These donations can be done after death or as a living donor. The average wait time for the nearly 2,000 Veterans waiting for a kidney from a deceased donor is six to eight years. However, live donors can speed up that wait time significantly. Consider becoming a living donor. You can donate to a loved one or even to someone you don't know. Being a donor leaves a lasting impact of kindness and generosity.

The Iowa City VA Hospital welcomes live donors who want to give back to our Veterans and save lives. For more information on how to donate please contact our Living Donor Coordinator at 319-339-7092.

IOWA CITY VA MEDICAL AREA

New VA IOWA CITY MEDICAL DIRECTOR:



[Heath J Streck FACHE](#)

Interim Director/Chief Executive Officer (CEO)

Currently VA Iowa City oversees fourteen Community Base Outreach Centers (CBOC).

CBOC Burlington moved to new leased site, 415 W. Division St, West Burlington, Iowa.

DES MOINES VA MEDICAL- Central Iowa- Serves six CBOCS, Carroll, Des Moines, Fort Dodge, Knoxville, Marshalltown, and Mason City

VA Central Iowa Health Care System earns Bronze Standard in geriatric emergency care

October 2, 2025

DES MOINES, Iowa -- The American College of Emergency Physicians awarded VA Central Iowa Health System's Emergency Department bronze standard — Level 3 Geriatric Emergency Department Accreditation on September 19, 2025.

OMAHA, NE - VA Nebraska-Western Iowa Health Care System has added Park a Prescription, a new option that gives Veterans more control over when to fill specific prescriptions.

A "Parked" prescription is on file at a VA Pharmacy and available for Veterans to send a fill request. It will not be sent to the Veteran until they request it, ensuring better control over their medications.

Western Iowa Veterans were encouraged to use the ARTS as Therapy

GRAND ISLAND, NE - Local veteran artists will have their work on display at an open house on Friday, September 26, 2025, from 4:00 p.m. to 6:00 p.m. at the United Veterans Club, located at 1914 W Capital Ave in Grand Island.

This special event is a celebration of the veterans participating in the Grand Island Veteran Creative Arts Competition. The annual competition, cohosted by VA Nebraska-Western Iowa Health Care System the American Legion Auxiliary, includes categories in visual arts and creative writing.

Whole Health services moving to Bellevue VA Clinic

September 4, 2025

Whole Health Services and providers at the Omaha VA Medical Center and Sarpy County VA Clinic are moving to our Bellevue location at 2206 Longo Drive with services beginning on Monday, September 22, 2025.

IN CRISIS – 988 PRESS 1 or TEXT 838255 (FREE and CONFIDENTIAL)- Responders will connect to RESOURCES NEEDED- WITH FOLLOW UP NEXT DAY

An area of concern at all VA Medical sites is the true need of gaining staff in many critical departments. The problem still exists getting applications for openings with the USAJOBS.ORG website. The allowance to screen any application in their local area is not an option, artificial intelligence sends only applications it sees as a match to the writeup of criteria for the job. Getting someone hired and accepted takes over FIVE TO SIX MONTHS – see major issue for hiring problem?

VA awards nearly \$6 million in grants to fight Veteran homelessness in Iowa

PRESS RELEASE

September 24, 2025

Print

Des Moines, IA - IOWA – The Department of Veterans Affairs today announced \$5.91 million in grants to five Iowa organizations to help Veterans who are homeless or at-risk of becoming homeless.

The Iowa organizations receiving grants are:

- Primary Health Care, Inc. \$981,333
- Family Alliance For Veterans of America, Inc. \$1,249,491
- Hawkeye Area Community Action Program, Inc. \$2,538,510
- Blue Valley Community Action, Inc. \$793,184
- Ponca Tribe of Nebraska \$350,000

Throughout fiscal year 2026, the grants will fund the organizations as they help Veterans access:

- Housing and housing counseling
- Health care
- Financial planning services
- Childcare
- Legal assistance
- Transportation

“Supportive services like childcare, housing counseling and financial planning can be important catalysts for preventing or resolving homelessness,” said Judith Johnson-Mekota, Interim Director, Veterans Integrated Service Network (VISN) 23. “These grants will help bring crucial support to thousands of Veterans in need across the nation.”

The grants are among [\\$818 million in total funds VA is awarding](#) nationwide through its [Supportive Services for Veteran Families](#) program, which provides case management and supportive services to:

- Prevent the imminent loss of a Veteran’s home.

- Identify new, more suitable housing situations for individuals and families.
- Rapidly re-house Veterans and their families who are homeless and might remain homeless without assistance.

VA awards grants based on several factors, including the grant recipients' experience and past performance in providing supportive services to Veteran families, and the need in the area or community where the program will be based.

VA Site Visits- awaiting information/data from those attended:

SEPTEMBER 12, 2025 Omaha VA Medical Center visit

SEPTEMBER 26, 2025 Royal Johnson Veterans' Memorial visit

OCTOBER 3, 2025 Iowa City VA Medical Center

In Planning:

Iowa Veteran Home DECEMBER 5, 2025- Meet at Activities Office with Laurel Degelau 10:00am

Des Moines VA Medical Center, February 12 or 13, 2026?

Submitted By,

Janet Grass

Health Administration Chair

Veterans Affairs & Rehabilitation Commission

Benefits Committee

A benefit often overlooked is the access to National and State Veterans Cemeteries. Our Iowa State Veterans Cemetery is located near Van Meter, just west of Des Moines on Interstate 80. To determine eligibility you can contact the cemetery or your County Veterans Service Officer.

National Cemeteries near us are located in Keokuk, Iowa, Rock Island, Illinois and Omaha, Nebraska. To determine eligibility you can fill out a Pre-Need Burial Application on line at va.gov/burials. Determining eligibility now and locating needed information will relieve stress on family members at the time of need.

I recently toured the Omaha National Cemetery, which serves Eastern Nebraska and Western Iowa. The cemetery is 9 years old and is scheduled to inter nearly 114,000 veterans, spouses and family members. They have two committal shelters along with administration and maintenance buildings. I found it to be very well maintained and welcoming. Volunteers man the reception desk.

We will take nominations for the Val Likens Post Service Officer of the Year, until Mid Winter Conference. This is a good way to recognize the hard work of our service officers. If you have questions, contact Shane at the Service Office or myself.

Our recommendation for filing compensation and pension claims remains to use County Veterans Service Officers to organize and file the claim. Gather evidence on the local level, and then forward the claim to Shane and his staff at the American Legion Service Office in the Federal Building. We feel this makes the best use of available services.

Jerry Hansen

Chairman

VA&R Commission, Benefits Committee

Legislative Commission Report to the DEC
October 18, 2025

The Legislative Commission has been working hard on our legislative priority, HF 1000, since our Department Convention. Our efforts have focused on building support and collaboration with key VSOs.

Progress on HF 1000:

- We compiled a contact list for Veterans Service Organizations (VSOs) operating out of the Federal Building, including:
 - Disabled American Veterans (DAV)
 - Veterans of Foreign Wars (VFW)
 - Paralyzed Veterans of America (PVA)
 - Vietnam Veterans of America (VVA)
 - The American Legion (AL)
- A VSO sign-on letter has been developed and we've requested a meeting with Governor Reynolds to discuss her support for HF 1000.
- We've developed talking points for VSO members to use when meeting with their legislators, ensuring a consistent and effective message.
 - On Oct 1st, Adjutant Derner, PDC Ring and I attended the IDVA Quarterly Meeting at the Iowa Veterans Home. During the Open Discussion portion of the Agenda, Adjutant Derner spoke about the particulars about HF 1000 and how passing it would benefit all VSOs. He concluded by presenting them with the VSO sign on letter, which we intend to present to Governor Reynolds and urged them to pass it through their membership. Every VSO came to us after the meeting adjourned to get a copy of the letter. We're waiting on those results.

As we continue to focus on HF 1000, we must also address our other priorities, including the Military Homeowners Assistance Program. Despite efforts to increase funding, the program's funds are exhausted, and veterans are once again placed on a waiting list. Last session, Governor Reynolds increased funding by \$500,000, bringing the total to \$2.7 million. However, this increase was insufficient, and the program's funds were depleted again. We must prioritize addressing the funding shortfall for the Homeowners Assistance Program this session to ensure veterans receive the support they need.

Please contact your Legislators and let them know we expect their support on passing HF 1000, and we will be touching base with them on January 21st, 2025 at Veterans Day in the Hill at the Iowa State Capital.

Next Steps:

The Legislative Commission will continue to work on HF 1000 and the Military Homeowners Assistance Program, advocating for the needs of Iowa's veterans. We will provide updates on our progress and look forward to collaborating with the DEC and VSOs to achieve our legislative goals.

Respectfully Submitted,
Randy Johnson
Dept of Iowa, Legislative Commission Chair

Attached in this report is the committee reports and you are more than welcome to read them, I will be including some of their comments in this report. Your marketing commission is comprised of the Promotions and Revenue committee chaired by Charlie Bowser and the Media and Communications chaired by Jennifer Rehbein. The Commission has shared goals with the committees they are to create a recognition program for sponsors. We've seen success in the monthly shout out on social media for our individual donors. We also are updating the sponsorship material packet to appeal to more sponsors. Another goal is to secure \$20,000 in funding while we understand we are operating on a million-dollar budget and 20 grand is but a small drop in the bucket we are still in our infancy stage of this commission and getting a good base of reoccurring sponsors is key in growing. Our last goal is to record 6 department events. We currently have the 2 flag exchanges in Iowa City on Memorial Day weekend and Veterans Day weekend. The Jordan Creek flag exchange. Our Stars, Stripes, and spirit 5k. The IndyCar weekend, and most recently the state fair booth. Recently it was announced that IndyCar will not be returning to Iowa for the year 2026. We are working with national marketing to see the possibility of having the mobile marketing booth coming to the state fair for the week. Your marketing commission is working with a handful of new sponsors and trying to focus on covering program cost and targeting program specific organizations. I encourage each of you committee chairs to find funding for programs, as mentioned before attached are the committee reports are attached. Please reach out if you have any questions.

Samuel Johnson

Marketing Chair

Media & Communications Committee

Fall 2025 DEC

The summer edition of the Iowa Legionnaire was a bit different than it has been in the past. Recently the Iowa American Legion Auxiliary has voted to no longer participate in the Iowa Legionnaire. The publisher used the incorrect mailing list on the summer edition and staff are negotiating on who is going to cover that cost. Because of that we have not yet been able to determine what the new cost of the Legionnaire will be.

Options are being explored for the future of the Legionnaire.

Facebook and the E-Newsletter are great alternatives for up to date information.

A new sponsorship packet is being developed with the help of the Promotional & Revenue Enhancement Committee. We hope the new sponsorship packages will help to attract new and reoccurring sponsors.

Jennifer Rehbein

Media & Communications Chair

American Legion Department of Iowa
Promotions and Revenue Enhancement Committee

Updated 10/3/25 cjb

Corporate sponsorships:

- BDI Signs
 - o Sponsor Mid Winter Conference each year for \$2,500
 - o Paid up for 2024-2025 in Feb 25 \$2,500
- Green State Credit Union
 - o Sponsorship agreement signed and cash received \$5k for 2022 and have committed for 2023, 2024 and 2025
 - o Paid up for 2024-2025 in Nov 24 \$5,000
- Scheels
 - o Scheels and Legion working together on veteran's day and Flag Day events at the Jordan Creek locations. \$5k for 2022 and \$5.5k 2023/2024, switched us to an employee funded model, Paid \$3,808.50 through April 2025.
 - 02/19/2025 - \$560.00
 - 03/17/2025 - \$502.50
 - 04/17/2025 - \$470.00
 - 05/13/2025 - \$445.00
 - 06/10/2025 - \$420.00
 - 07/09/2025 - \$420.00
 - 08/07/2025 - \$210.00
 - 08/25/2025 - \$407.00
 - 09/22/2025 - \$374.00
 - o Sam Johnson coordinating similar events at the Coralville location
- Big Grove Brewery
 - o Sponsored post-event meet-up for 5K and plan to do that again in 2025
- Homecare Hub of Iowa
 - o Sponsor for Convention July 2024 - \$3,500 – have not heard back from them for 2025
- 5K Sponsors
 - o Fleet Feet – 10% sales TBD,
 - o Green State – waters 2024, snacks 2025
 - o BDI – signs 2024/2025
 - o Red Cross – Waters and Powerade
 - o Looking for big sponsor for next year

External Marketing

- iheartradio (Charlie)
 - o Director of Operations, Greg Chance (GregChance@iHeartMedia.com)
 - Library of canned PSA's from National shared with Taylor J from iheartmedia
 - Seven (7) 30 second PSAs sent to Taylor for use on 107.5 KISS FM, KXNO, WHO, and The Bus. She said once they get "voiced" they will get into the rotation.

- Several were aired prior to veterans day
- Need to regularly follow-up before major holidays

- Victory 360

- o First Boys State mailer got one \$1,000 donor and a bunch of smaller donors
 - There is a TON of value in relationship building with them... probably via social media before we put a new fundraising appeal in front of them.
 - Joe wants to do again but got pushback from Legion last time. I told him I would double check but don't expect that again

o 5k road race

- Second 5K complete
- 116 Paid registrations
- New route due to construction, used RFID chips, more professional second year
- Net ~\$2500
- Looking to get a bigger sponsor next year
- Next one scheduled for May 16 th 2026 (Armed Forces Day)
- Idea for a "Murph" x-fit event

- Advertising

- o Sent inquiries to USAA and Navy Federal Credit Union for advertising in Legionnaire and e-newsletter.
- o Iowa newspaper association
 - Kris Maggard | Sales & Marketing Director
 - Customized Newspaper Advertising
 - 515-422-9048 | www.cnaads.com

- Simon Conway show – Have been on the show three times now, once for Scheels (flag day), once for veterans day and once for the 5K. Its pretty easy to get on, he seems to focus around "holidays"

- State Fair

- o Bob Colin and 6 th District led a table at the State Fair

Grants

- Still plan is to engage with Candace

Summary

- \$11,308.50 raised [2024/2025] – does not include in-kind donations for 5K
- 3 Events conducted (not including IndyCar)