



GRANT PROGRESS REPORT

Grant App# _____
Project Name _____
Report compiled by _____
Project period _____ To _____

Section One: Project Activity Summary

Storytelling is vital to building positive brand awareness for the American Legion Auxiliary Foundation. Pictures speak louder than words. We'd really like for you to capture some great storytelling photos for us to share. You never know, they might just show up on the big screen at National Convention! It would also be helpful if you can jot down a few quotes from those receiving the grant when you have a chance. Quotes are often gold nuggets within our story. Please refer to the bullet points below from our Brand Guidelines that offer some great suggestions for taking photos that can be used in future communications:

- Seek to capture a moment of genuine interaction between people.
- Even though the focus is to share what the grant provided, it's really about service to the veterans, military, and their families. So capture pictures of the recipients receiving, accepting, and even using what the grant provided.
- Provide a description for us – who are the people, what is happening in the photo?
- Try to obtain written consent from those you photograph. If you have verbal consent that will work, but written is preferred. (Please see consent form.)

Along with photos, please include any newspaper or other media coverage gained as a result of the grant.

1. How many veterans did this grant impact? (If not veterans, who else was impacted?)

2. Briefly, how were the grant funds used?

3. In what way did this grant make a difference for the recipients? For the community?

4. Please share any online media coverage and/or social media posts regarding any publicity?

5. Of what were you most proud?

6. Share a few quotes from the recipients? (If you do not have any, is there someone we could contact for more information? If so, please provide a phone number or email address.)

7. Is there anything else you'd like to share?

Section Two: ALA Foundation Recognition

Grantee organization must acknowledge the ALA Foundation as a funding source on all publications and in all presentations related to the project in a clear, unambiguous, and readily-identifiable fashion, using the following acknowledgement: "This project was supported by a grant from the American Legion Auxiliary Foundation" or as otherwise directed by ALAF. (Please refer to Branding Guide available on ALA website.)

Please share in what way the project was branded according to ALA Foundation guidelines:

Any unexpended funds must be returned to the ALA Foundation within 5-10 business days from end of the project. Make checks payable to ALA Foundation and send to ALA Foundation, Attn: Accounting, 3450 Founders Rd., Indianapolis, IN 46268.

Total Grant Award \$ _____

Total of Funds Expended for the project \$ _____

We're here to help. Please feel free to email ALAFoundation@ALAforVeterans.org or call us (317) 569-4534 with questions. We're more than happy to receive your report via email along with pictures as the grant story unfolds.