



UNITED STATES ARMY
THE CHIEF OF STAFF

TO: Mission Commanders

SUBJECT: 2020 Army Emergency Relief Annual Campaign

Since 1942, Army Emergency Relief (AER) has played a vital role in supporting Soldiers and their Families with financial assistance when they needed it most. In 2019, AER provided \$69M in support, helping to improve their quality of life when faced with unexpected challenges, thereby contributing to Soldier, Unit and Army Combat Readiness. AER's legacy of caring is only possible with the continued donations and support of Active Duty and Retired Soldiers.

AER's annual campaign goals are to inform every Soldier about the benefits and programs AER provides and to offer Soldiers the opportunity to voluntarily participate in the campaign through their donation.

As in 2019, Mission Commanders, in coordination with installation Garrison Commanders, will:

- (1) Establish an Officer/Noncommissioned Officer Installation Campaign Coordination Team comprised of a field grade officer and a senior noncommissioned officer who will coordinate directly with the Army Community Service staff and the AER team during the campaign season (1 March – 15 May).
- (2) Appoint AER campaign representatives in the rank of staff sergeant or above for every troop, company, and battery who will work with their Installation Campaign Coordination Team. Representatives should inform 100 percent of their unit's Soldiers about AER's programs and benefits. Representatives will conduct the campaign under the general principles of voluntary giving in accordance with Army Regulation (AR) 930-4 (Army Emergency Relief), paragraph 5-3, and AR 600-29 (Fundraising within the Department of the Army), paragraphs 1-9 and 1-10.

During its long history as the Army's own charitable organization, AER has provided nearly \$2B in assistance, including \$1B since 9/11. Taking care of our Army Team is key to winning the fight, and AER is a crucial component in improving our efforts to take care of our people. With AER by our side, we promote an Army community of "Soldiers Helping Soldiers." I encourage you to take part in what makes our Army the best in world.

People First, Winning Matters, Army Strong!


James C. McConville
General, United States Army