



ARMY EMERGENCY RELIEF



SOLDIERS HELPING SOLDIERS SINCE 1942

ARMY LEADERS PARTNER PACKET - AER ACTIVE DUTY CAMPAIGN

Based on COVID-19 impacts, the SecArmy, CSA and SMA announced in May that the Army will execute a special Active Duty AER Campaign from July 1 to July 31, 2020. Our Army is currently facing unprecedented challenges and the AER Team is working closely with Senior Leaders to ensure we remain totally flexible and responsive to the financial needs of Soldiers and their Families.

We're asking you - a principal AER partner - to share these talking points with your leadership team through in-person and/or virtual meetings to ensure your Soldiers and their Families continue to fully understand and leverage AER assistance programs. A digital communication template is also included for your Command's information needs. Your installation's Public Affairs Officer will also receive these talking points, as well as recommendations for distributing them on social media. Please encourage them to spread the word about the July Active Duty Campaign.

As the Army focuses on Soldier readiness, especially during the COVID-19 emergency and PCS ramp-up, AER will continue to work hard to maintain our legacy of "Soldiers helping Soldiers."

TALKING POINTS

TYPES OF ASSISTANCE

AER offers a variety of programs for Active Duty Soldiers, Retired Soldiers, and Military Family Members to take advantage of in times of need. The following list outlines categories of funding available 24/7:

- Emergency Travel
- Natural Disaster (preparation & evacuation)
- Mortgage, Rent, Initial Deposit
- Temporary Lodging
- Food
- Healthcare (not covered by Tricare)
- Vehicle Repairs
- Utilities
- Funeral Expenses
- Basic Essential Furniture
- Spouse Relicensing / Recertification
- Child Care (Army Fee Assistance req.)
- Appliance Replacement Costs
- Cranial Helmets
- PCS Travel
- Child Car Seats
- Dental Care (for dependents)
- Minor Home Repair
- Non-Medical Attendant Travel
- Invitational Travel Order
- Clothing
- Immigration & Passport Fees (dependents)
- Special Needs Medical Equipment

RETURN ON SOLDIERS' DONATIONS

AER investments and corporate partnerships increase the impact of your gift. A \$10 donation sends \$30 to the field.

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**MULTIPLY
YOUR
IMPACT
3X**



A \$10 DONATION PROVIDES \$30 TO SOLDIERS

FINANCIAL HARDSHIP CAN STRIKE AT ANY TIME

AER serves as the conduit to enable Soldiers to stand up and support one another. No Soldier should face hardship alone.

CARES ACT

The CARES Act allows individuals to deduct contributions of up to \$300 to charitable organizations like AER, even when they take the standard deduction. These claims reduce taxable income which, in most cases, will yield a smaller tax bill in 2020.

DIGITAL COMMUNICATIONS TEMPLATE

New message



To **Soldiers and Families**

Subject **No Soldier should face hardship alone.**



Army Emergency Relief's singular mission is to provide financial assistance for Soldiers and their Families. The most common assistance requests are for basic living expenses such as personal vehicle repair, rent, mortgage, and utilities. Additionally, AER adjusts eligibility and assistance levels to help the entire Army team when they are impacted financially by natural disasters such as hurricanes, floods and fires.

Despite the COVID-19 pandemic, AER is still administering the Army's Active Duty Fundraising Campaign Fundraising Campaign to ensure Soldiers (active duty and retired) and their families continue to have access to the resources they might need during unexpected financial hardship.

The campaign will run from July 1 to July 30 this year. Every \$10 donated to AER turns into \$30 of assistance. This return enables Soldiers to take care of Soldiers.

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A \$10 DONATION PROVIDES \$30 TO SOLDIERS

Stand with your squad and make a small monthly gift to the Army's own charity.
Give.armyemergencyrelief.org/JulyCampaign



Send