



UNITED STATES ARMY
THE CHIEF OF STAFF

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: 2021 Army Emergency Relief (AER) Annual Campaign

1. Established in 1942, Army Emergency Relief has a long history of providing Soldiers and their Families with financial assistance when they need it most. Army Emergency Relief is in effect the Army's own nonprofit organization. Annually, AER provides nearly \$50 million in zero-interest loans and \$10 million in grants to more than 45,000 Soldiers, and another \$10 million in educational scholarships for Army spouses and children. This support is crucial to the Army, helping to maintain Soldier, unit, and combat readiness. The continued support of Active Duty and retired Soldiers is vital in preserving the assistance AER provides and reinforcing our legacy of "Soldiers helping Soldiers."
2. AER's Annual Campaign primary goal is to inform all Soldiers about the organization's programs and their eligibility to receive support from it. The secondary goal is to offer every Soldier the opportunity to participate voluntarily in the campaign with a donation.
3. Mission Commanders, in coordination with installation Garrison Commanders and Senior Leaders of non-ACOM organizations, will issue an OPORD in order to:
 - a. Appoint an Installation Campaign Coordination Team comprised of a Field Grade Officer and a Senior Noncommissioned Officer.
 - b. Appoint AER campaign representatives at the rank of staff sergeant or above for every troop, company, and battery that will work with their Installation Campaign Coordination Team. Representatives will conduct the campaign IAW with paragraph 3.C.3.A of EXORD 007-21, dated 7 December 20.
4. People First - Winning Matters - Army Strong!


JAMES C. McCONVILLE
General, United States Army

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