



Monthly Leaders Roundtable: Community Outreach

October 17, 2024



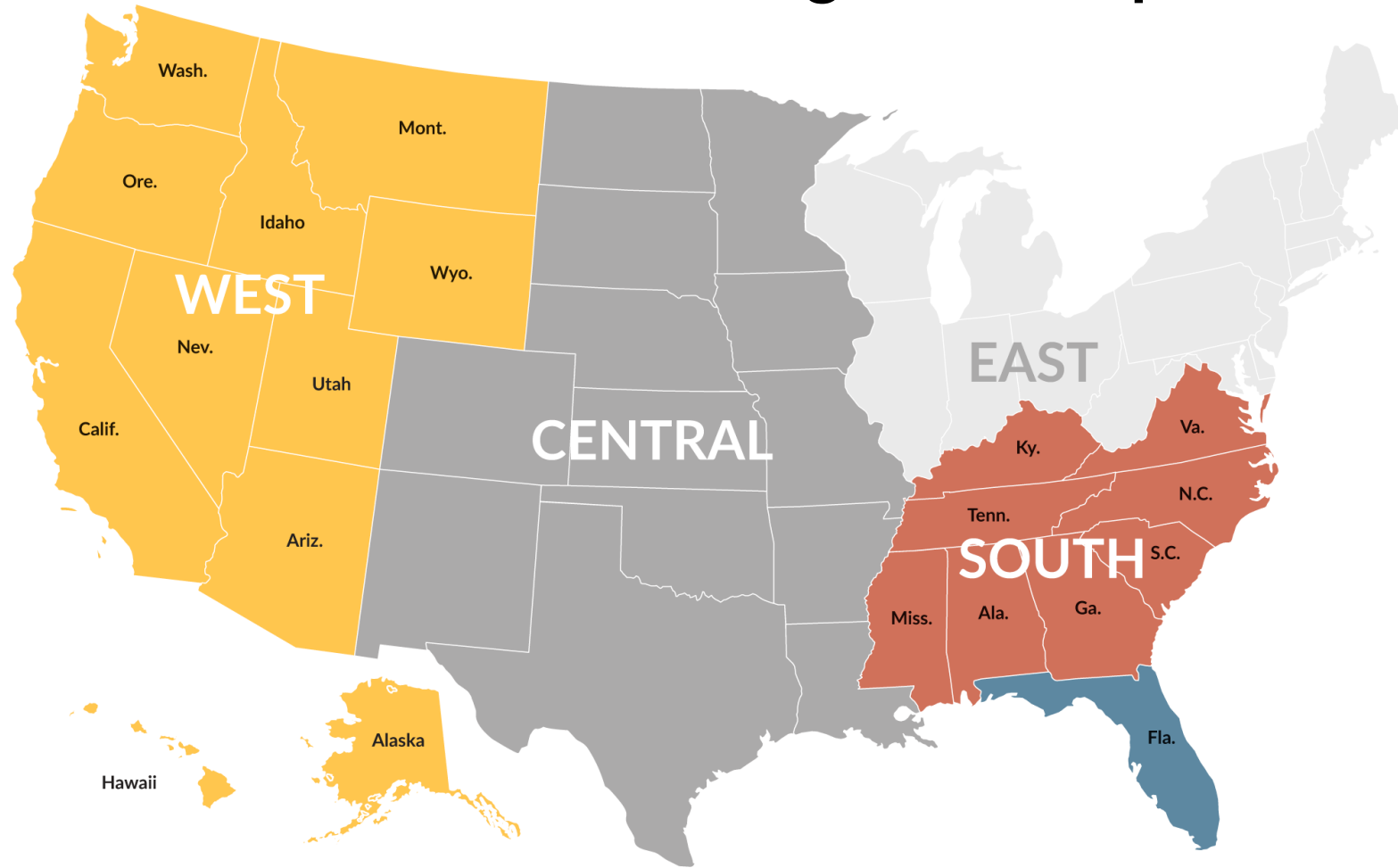
Agenda

- Welcome
- Program Updates
- Community Involvement Data from Survey
- The MOAA Foundation Community Outreach Grant Program
- Discussion
- Closing

Program Updates

- Committee Module and NRT
 - Final testing underway
- October MOM: Council and Chapters focus
- Annual Awards process transitioning to SurveyMonkey Apply
- Resource Manual Mailing to All Presidents or Councils
- AiA 2025 Dates: April 6-10

2024 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 25-27
FL, Other C&C by invitation

Virtual Workshop
New Leaders
March 27
Focused on New Chapter Leaders

South Workshop
Greenville, SC
May 17-18
AL, GA, KY, MS, NC, SC, TN, VA

Virtual Workshop
Experienced Leaders
August 14
Focused on Experienced Leaders

West Workshop - Reno, NV
November 15-16
AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY



2024 Roundtable Schedule

January 18* Compliance and Legal Topics	February 29 Committee Module	March 28 Advocacy in Action	April 25 Marketing
May 30 Individual Awards Program	June 27 Generational Recruiting	July 25 Chapter Health Update	August 29 Council/Chapter Visit Program
September 26 New Chapter Dues Portal	Oct 17 Community Outreach	November 21* MOAA Annual Awards	December 19* 2024 review 2025 preview

* Adjusted from 4th Thursday to Avoid Conflict





Community Outreach

Data from 2024 Chapter & Council
Activity Report Survey




Survey Data as of Aug 1

Nearly **400** councils, chapters, satellite chapters, and virtual chapters.



Over **50%** of chapters fundraise for causes:



- Veteran homelessness and food insecurity
- Wreaths Across America
- Veterans' memorials
- Honor Flight Network
- Fisher House

70% of chapters participate in community service.



63% of chapters have a dedicated scholarship program, providing an estimated **\$500,000** in scholarships a year.

40% of chapters partner with other community groups:

- Veterans service and military service organizations
- Veterans commissions
- Military museums
- ROTC detachments
- Chambers of Commerce

Examples of Council/Chapter Outreach

- Stand Down events to support at-risk veterans and families
- Workshops to help with surviving spouses/preparing for late stages of life
- Career transition resources and connections
- Involvement with Veteran's Coalitions, Commission or Committees on Military and Veteran Affairs, partnering with other VSOs/MSOs
- Veteran gravestone cleaning/cemetery support, wreath-laying, car donations, ride-sharing, visits to assisted living facilities/hospice

Examples of Council/Chapter Outreach

- Scholarships, medals, ROTC/JROTC/Sea Cadets, etc
- Our Community Salutes – celebrating enlistees, Honor Flights,
- Guide/companion dog organizations
- “Stuff the Bus” backpack and school supply program
- Partnering with local businesses for % of gift card sales
- Veteran’s Day and Memorial Day events – local schools, papers, fairs, etc.

Community Involvement Resources

COUNCIL AND CHAPTER LEADER RESOURCES

Council and Chapter Awards

Learn about the many honors available to MOAA councils and chapters, and their members.

[READ MORE](#)

Council and Chapter Recruiting and Membership

Resources for chapter leaders to grow and maintain their membership rolls.

[READ MORE](#)

Council and Chapter Administration

Forms, links, downloads, and other materials.

[READ MORE](#)

Council and Chapter Communications

Resources for chapter leaders to grow and maintain their membership rolls.

[READ MORE](#)

Council and Chapter Community Involvement

Resources for chapter leaders to reach out to their communities.

[READ MORE](#)

Council and Chapter Training Materials and Opportunities

Leaders and members alike have many learning tools at their disposal.

[READ MORE](#)

Community Involvement Resources

- Community Involvement Ideas
- ROTC/JROTC Programs
- Establishing a Scholarship
- Community Outreach Sponsorship (\$300 per chapter, \$800 per council)
- The MOAA Foundation Community Outreach Grant Program

The MOAA Foundation Community Outreach Grant Program

The MOAA Foundation

moaa_foundation@moaa.org

(800)234-6622



Agenda

- MOAA Charities Overview
 - The Scholarship Fund
 - The MOAA Foundation
- Community Outreach Grant Program
 - Eligible Program Categories
 - Application Process
 - Survey Monkey
 - After applying – What's next?
 - Best Practices
 - Photo/Video Submission Best Practices
 - FAQs
- Final Points

MOAA Scholarship Fund

- Founded in 1948
- Funds the Education Assistance Program
 - Provides financial assistance to children of both officer and enlisted personnel pursuing higher education
- Provides students with interest free loans and grants to help offset the costs of higher education or vocational training
- Funded by donations from MOAA members, Councils and Chapters, corporations, and others
- Application opens Nov 1 - March 1, 2025: www.moaa.org/education
- Students attending an accredited continuing education program in the 2025 - 2026 academic year are eligible to apply

MOAA Foundation Areas of Support

- Career Transition
 - Network for Career Success with MOAA event, Career Transition virtual webinars, virtual career fairs
- Professional Education Outreach
 - Finance and benefits education webinars
- Military Spouse Professional Development
 - Professional career seminars and symposia with Hiring Our Heroes, Military Spouse Employment Guide (free download)
- **Community Outreach**
 - Council/Chapter grant program assisting those locally in the military community
- **Crisis Relief**
 - Financial assistance as needed in crisis situations

More information: charities.moaa.org/tmf

Crisis Relief Program

Our mission: Provide critical support to the greater military and uniformed services community across the country who are experiencing financial setbacks due to unexpected crises at no fault of their own.

Who we help:

- Veterans
 - Currently serving and spouses
 - Surviving spouses
 - Military and veteran caregivers
- (Open to all ranks and U.S. uniformed services)



What we help with:

- Housing (rent, mortgage, housing assistance, repairs, groceries, etc.)
- Auto loan/lease/car repair
- Utilities (electric, water, heat, internet/cable, cellphone)
- Bills, including credit card, medical, and insurance



Hurricane Helene and Milton:

- Received over 150 applications and have awarded over \$160K in grants

[Crisis Relief Program \(funraise.org\)](https://www.funraise.org)



Community Outreach Grant Program Overview

- Program began in 2017
- The MOAA Foundation awards grants up to \$5,000 to MOAA Councils/Chapters that are providing assistance to military and veteran families in their local communities
- All active MOAA Councils and Chapters are eligible to apply
- The programs in which you are applying to receive support for must meet MOAA Foundation 501(c)(3) charitable purposes
 - (Ex: Cannot be a program that supports legislative advocacy, etc.)
- If your chapter or council plan to collaborate with another organization to use grant funds, the organization must be a 501(c)(3). Please contact us prior to submitting an application if you would like to request special considerations.

Eligible Programs

- The MOAA Foundation will provide grants to MOAA Councils/Chapters assisting military and veteran families in their local communities in one or more of the below 10 areas of critical need:
 - Housing
 - Food Assistance
 - Employment
 - Health (including behavioral health)
 - Family support
 - Community reintegration
 - Financial assistance
 - Legal Assistance
 - Transportation
 - Crisis Relief

Previous Awardees



Central Florida Chapter

Grant funds were used to support Veterans "Healing Through Expression" Community Outreach programs on a monthly basis in support of the Veterans Healthcare System in the greater Orlando area.



Middle Tennessee Chapter

Grant funds were used to collaborate with the Alzheimer's Association of Middle Tennessee to serve military caregivers or caregivers of military personnel living with dementia.


The Grant Application

- Community Outreach Grant application website:
 - www.moaa.org/communitygrant
- Application opens on December 1 and closes on February 29
- 4 main questions will be scored by our judges, 25 points each, total of 100 possible points
 - Other sections of the application will still be reviewed
- Scoring Emphasis
 - Clear, specific, understandable, complete?
- Overview of a “Passthrough”
 - *Ex: This is essentially taking the grant funds and just giving them to an organization or program to use*
 - You must have direct involvement with the program you are applying for, and be directly involved in how the funds are being spent
 - The MOAA Council/Chapter is fully responsible for the grant disbursement, monitoring grant fund use/reporting on grant fund use, etc.
 - Passthrough designations among scores will be taken into consideration

SurveyMonkey

- Using the SurveyMonkey platform
- If you do not already have an account, you must create a new account to start your application
- Once you begin the application you will see tasks that must be completed before you submit the application
 - You will see any outstanding tasks associated with the application and will receive an email reminder if those tasks aren't finished by the deadline
- Ensure each question/prompt has been thoroughly answered before clicking “Submit”
- You may return to edit your application at any point before the application window closes
- Once your application has been submitted, you will receive an email confirming that submission

Home Education Assistance Program Community Outreach Grant Program Log In Register



MOAA Charities

i We made some updates to our Privacy Notice and other terms. For more information, we encourage you to read the policies in our [Legal Center](#).

Welcome to MOAA Charities!

Welcome to the MOAA Charities Grant Application site, where you can apply for Education Assistance under the MOAA Scholarship Fund and Community Outreach grants under The MOAA Foundation.


MOAA Scholarship Fund

Founded in 1948, the MOAA Scholarship Fund (tax ID No. 54-1659039, CFC No. 11285) supports the Educational Assistance Program that has helped over 16,000 students and has given more than \$160 million in benefits in the form of interest-free loans and grants. Support is offered to students who are children of active duty, Reserve, National Guard, or retired military personnel.

Interest-Free Loans: The interest-free loans are renewable annually for up to five years of full-time undergraduate study or until the student receives their first degree (whichever occurs first).

<h4>2024 Community Outreach Grant Program</h4> <p>Accepting applications from Dec 1 2023 12:00 AM (EST) to May 16 2024 12:59 AM (EDT)</p> <p>See my application MORE ></p>	<h4>2024-2025 Senior Grant Program</h4> <p>Accepting applications from Jan 1 2024 12:00 AM (EST) to Apr 27 2024 12:59 AM (EDT)</p> <p>See my application MORE ></p>
<h4>The MOAA Foundation Crisis Relief Program</h4> <p>Accepting applications on Jan 2 2024 12:00 AM (EST) The MOAA Foundation Crisis Relief Program</p> <p>See my application MORE ></p>	<h4>2025 Community Outreach Grant Program</h4> <p>Accepting applications from Dec 1 2023 12:00 AM (EST) to Feb 29 2024 11:59 PM (EST)</p> <p>See my application MORE ></p>

Programs My Applications



2025 Community Outreach Grant Program

[About Community Outreach Grants](#)

The MOAA Foundation Community Outreach program provides grants to MOAA's 400+ councils and chapters in all 50 states delivering direct assistance to military families and veterans of all ranks in their local communities in ten areas of critical military and veteran family need. A number of MOAA councils and chapters nationwide are engaged in this type of very real, high-impact, community work. This program is supported by corporate, foundation and public donations.

The Program


The MOAA Foundation Community Outreach program leverages the power of the nationwide MOAA Council/Chapter network. It offers grants to MOAA Councils and Chapters directly involved in assisting local uniformed service members and veterans, and their families, to improve their quality of life. Grants up to \$5,000 are awarded to MOAA councils and chapters delivering services — either directly or

APPLY

Opens
Oct 16 2024 09:00 AM (EDT)

Deadline
Feb 28 2025 11:59 PM (EST)

Already have



Register for an applicant account

Register with

G

OR

First name

Last name

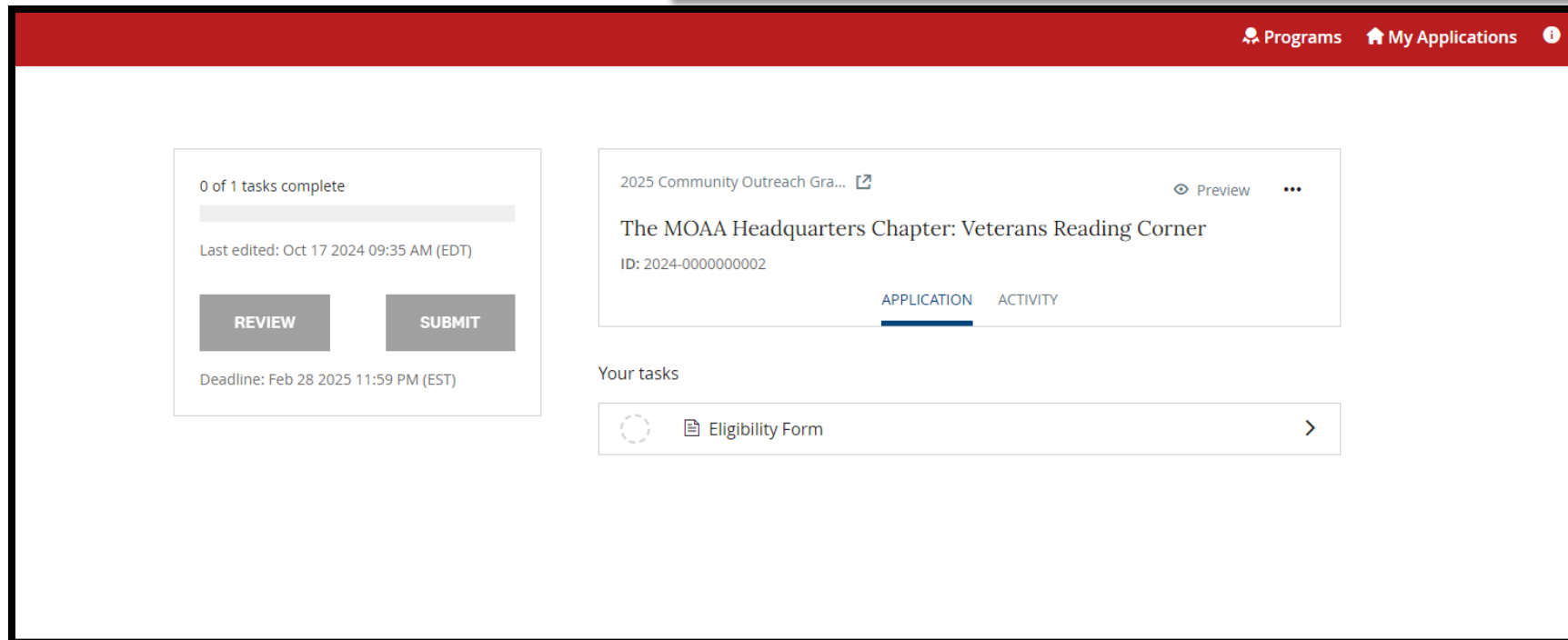
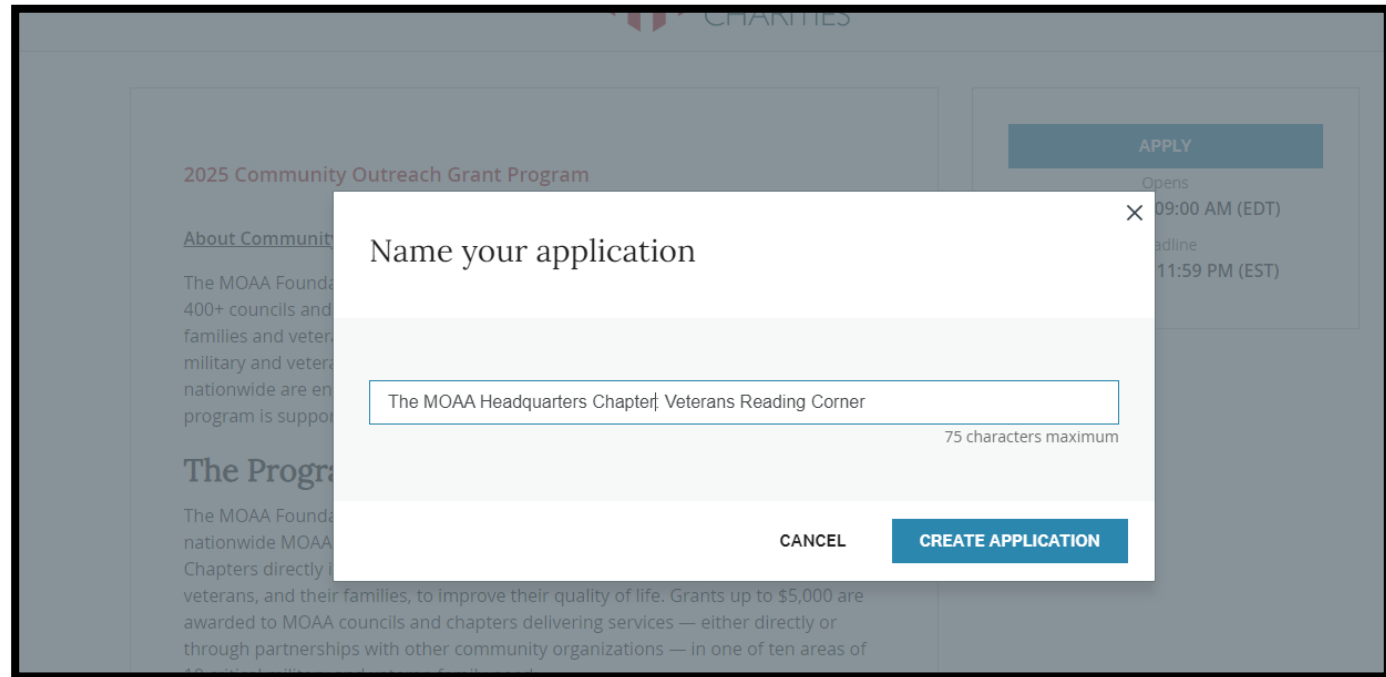
Email

Password

Confirm password

By registering for an account, you agree to our [terms of service](#) and [privacy policy](#).

Chapter Name: Program Name




[← Back to application](#)

[2025 Community Outreach Grant Pr...](#)



The MOAA Headquarters Chapter



ID: 2024-0000000001


  Eligibility Form >

 Pre-Application Form

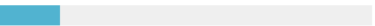
 Application Form

  IRS Form 990
(optional)

  Audited Financial
Statements

 Budget

1 of 5 required tasks complete



Last edited: Oct 16 2024 11:52 AM (EDT)

REVIEW

SUBMIT

Deadline: Feb 28 2025 11:59 PM (EST)



Eligibility Form

Completed Oct 16 2024 11:52 AM (EDT)



Eligibility Form

If you cannot answer "yes" to all of the following questions, your council or chapter is not eligible to receive a grant through this program. Once you complete the eligibility questions, you will be asked to complete the pre-application questions.

10 Support Areas:

Housing

Food Assistance

Employment

Health (including Behavioral Health)

Family Support

Community Reintegration

Financial Assistance

Legal Assistance

Transportation

Crisis Relief

Do the programs or services requesting assistance through this MOAA Foundation Community Outreach Grant fall under at least one of the 10 areas of critical family need?

Yes

Does your council or chapter deliver MOAA Foundation-funded programs/services directly to those in need and/or does the council or chapter deliver the funds through a community partnership or collaboration?


[← Back to application](#)


2025 Community Outreach Grant Pr...
The MOAA Headquarters Chapter
ID: 2024-0000000001

Eligibility Form

Pre-Application Form [>](#)

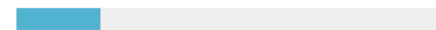
Application Form

 IRS Form 990
(optional)

 Audited Financial
Statements

Budget

1 of 5 required tasks complete




Last edited: Oct 16 2024 11:52 AM (EDT)

REVIEW

SUBMIT

Deadline: Feb 28 2025 11:59 PM (EST)

 Pre-Application Form

Pre-Application Form

As an applicant, have you read through the 2025 Community Outreach Grant Criteria prior to submitting an application?

- Yes
- No

Is this the first application submitted on behalf of your council or chapter for the 2025 Community Outreach Grant cycle?

- Yes
- No

Please enter the dollar amount for which your organization is applying. (up to \$5,000.00)

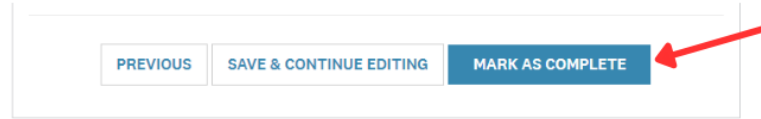
SAVE & CONTINUE EDITING

MARK AS COMPLETE

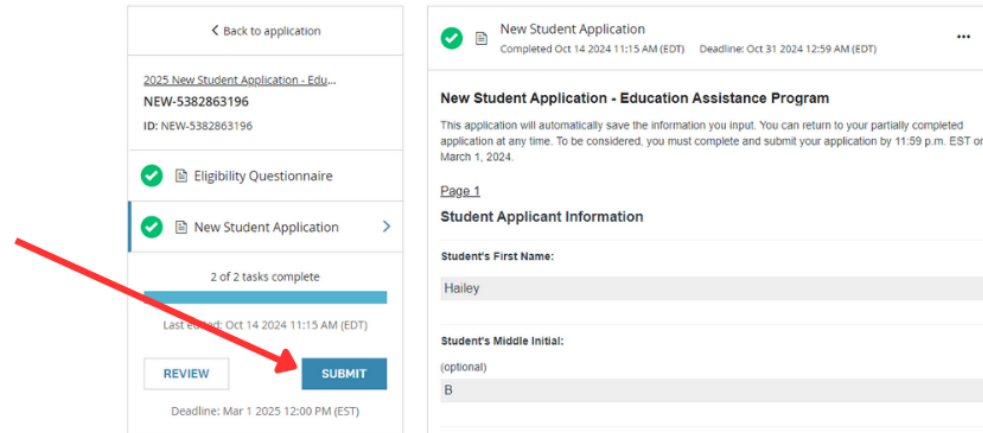
PLEASE READ BEFORE PROCEEDING!

Instructions on submitting your application:

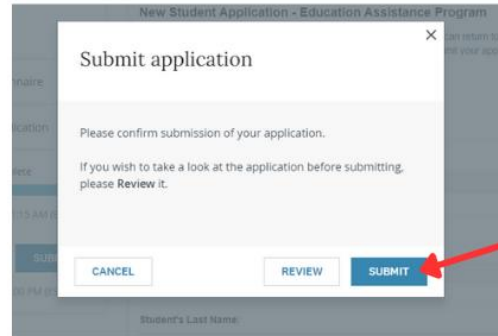
- 1 When you reach the final question, click the **'Mark as Complete'** button at the bottom of the page.



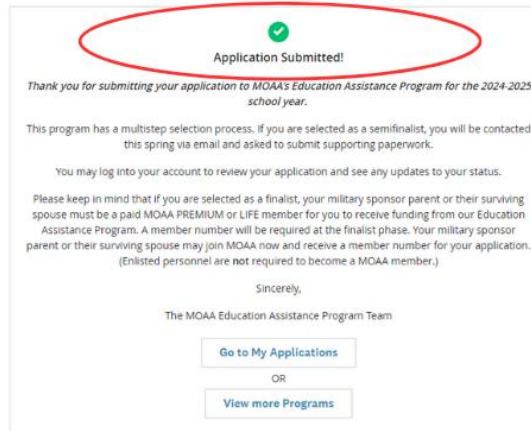
- 2 After marking it complete, your application is complete but not yet submitted. You'll be taken to a review page to double-check your answers. To submit, click the **'Submit'** button in the left panel at the top of the screen.



- 3 A confirmation window will appear. Click 'Submit' again to finalize your submission.



- 4 You'll know your application is submitted when you see a confirmation page. If you don't see this page, your application has not been submitted. For further assistance, email edassist@moaa.org.



What's Next?

- Judging will begin in March
- Award notifications will be sent around the Spring Board meeting timeframe (late April/early May)
 - Check the status of your application at any point by logging into the applicant portal
 - Memorandum of Understanding (MOU)
 - General Liability Insurance
 - An additional \$500 awarded to chapters this year
 - Funds will be initiated to your Council/Chapter bank account once the MOU and General Liability insurance are provided
 - Disbursements can take anywhere between 5-10 business days depending on document submission date from your Council or Chapter
 - To update your chapter's bank account information, contact the Chapters or Finance department
- Grant fund usage reports (mid-cycle, final report, miscellaneous)
 - Mid-Cycle report due December 31, Final Report due April 30 (mandatory)
 - Will only be accepted through your applicant portal (please do not email in your mid cycle or final reports)
 - The MOAA Foundation may ask for additional reports throughout the current grant cycle

Best Practices

- Read through the Community Outreach Grant Criteria PDF
- Read through the application practice worksheet
 - Cannot be submitted in place of an application
- Tonight's slides will be made available to you, please review them and rewatch the webinar if needed
- Take into consideration text box character count on the application
- Once an account is created, save your work, log back into your application
 - You can also complete your application in one sitting if preferred
- Communicate with your Council/Chapter who is submitting the application
- If you are working with an organization who wishes to apply on your behalf, you must be aware that they are making this submission and are directly involved in this process
- Email moaa_foundation@moaa.org with questions or call (800)234-6622

Photo/Video Submission Best Practices

- Capture active engagement, active involvement, community support, MOAA logos, good lighting, horizontal photo or video is usually best (taken sideways, not up-and-down)
- Ensure anyone in the photos/videos/testimonials you submit have agreed to these being sent to The MOAA Foundation
- Include within your Community Outreach Grant reports in SurveyMonkey

Photo Submission Examples



Frequently Asked Questions

- How can I reset my password?
 - Located on the application website log-in screen
 - Survey Monkey will help with login issues --Use the chat feature on the application page.
- Can my Council/Chapter submit more than 1 application?
 - Yes, so long as you are working with more than 1 program or organization and applying for separate grants for each
- Can I print out my application once it has been submitted?
 - Yes, you will have the option to print a PDF copy of your application once it is complete
- Do I need to have general liability insurance before applying for a grant?
 - No, however, if your Council/Chapter receives a grant, you must have active general liability insurance prior to receiving these funds and during the life of the funds
- What is the purpose of an IRS 990 form?
 - This is the nonprofit form for your Council/Chapter OR the program you are applying on behalf of
- How can my application receive the highest score?
 - There is no exact science to this process. Ensure that a complete and understandable application is submitted, including all the requested points of information and documents

Final Points

- Questions?
 - Contact the Member Service Center at (800)234-6622
 - Email The MOAA Foundation at moaa_foundation@moaa.org
- Thank you for all you do to support those in the military and veteran community each day!

Questions?

Open Discussion



MOAA[®]

Military Officers Association of America