



“2016 Army Emergency Relief Annual Campaign”

For the past 74 years, Army Emergency Relief (AER) has clearly made a difference in enhancing the readiness and relieving the distress of Soldiers and their Families by providing \$1.7 billion in needed financial assistance. Last year alone, over \$70 million in interest free loans and grants were distributed to more than 48,000 Soldiers and dependents. Such an extraordinary accomplishment is not sustainable without the continued generosity of active duty and retired Soldiers and Army Civilians.

Unfortunately, the number of Soldiers donating to AER over the past 2 years has declined 40%. This year, we are asking Commands to re-emphasize annual fundraising efforts to maintain past levels of AER support. Those efforts include:

- Ensuring every Soldier receives the opportunity to voluntarily donate through on the job solicitation.
- Creating a greater awareness of AER benefits through sustained publicity before and during the campaign.
- Conducting robust Campaign Kickoff events involving installation leaders at all levels.

The 2016 AER Annual Fundraising Campaign will commence on 1 March and continue until 15 May. The campaign theme, “Never Leave a Soldier Behind,” carries the solemn and enduring promise of “*Soldiers Helping Soldiers* – Yesterday, Today, and Tomorrow.”

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