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SUBJ/2025 ACTIVE DUTY FUND DRIVE IN SUPPORT OF THE NAVY-MARINE CORPS
RELIEF SOCIETY//

REF/A/DOC/SECNAVINST 5340.7B/02JUN2023//

AMPN/REF A IS SECNAVINST 5340.7B, FUNDRAISING AND SOLICITATION IN SUPPORT
OF NAVY-MARINE CORPS RELIEF SOCIETY//

RMKS/1. For 121 years, the Navy-Marine Corps Relief Society (NMCRS) has been a steadfast beacon of support for our Navy-Marine Corps team and their families. The Society offers a wide range of confidential, needs-based financial assistance programs, including interest-free loans, grants, tuition scholarships, budget counseling, thrift shops, and visiting nurse services. These programs are designed to address the unique challenges of our military life and service. Operating globally with over 200 offices on land and sea, NMCRS is staffed by thousands of dedicated volunteers and a small cadre of paid employees. Each year approximately 200,000 active duty and retired Sailors and Marines and their family members will utilize their programs and services.

2. On 1 March 2025, the annual Active Duty Fund Drive (ADFD) will kick off, aiming to raise \$8 million to support the vital programs and services offered by NMCRS. While voluntary financial contributions are greatly appreciated, the primary objective of the ADFD is to increase awareness of the resources available to active duty Sailors, Marines, and their families. By fostering a deeper understanding of the NMCRS's offerings, we can empower more Service Members and their loved ones to seek the assistance they need.

3. The success of the ADFD hinges on the active participation and commitment of leaders at every level of command. It is imperative that our senior leaders (both officer and enlisted) stay engaged throughout the campaign, encouraging their personnel to learn about NMCRS and affording them the opportunity to contribute to its mission. By creating a supportive and informative environment, we can inspire a sense of unity and purpose among our Sailors and Marines.

4. Reference (a) provides comprehensive guidelines to the Chief of Naval

Operations and Commandant of the Marine Corps on establishing respective Service financial goals in support of the ADFD benefitting NMCRS. In alignment with the rules governing the use of appropriated funds, commanders may authorize the use of such funds for traditional kickoff events, recognition ceremonies, and other non-solicitation activities that promote awareness of the ADFD.

5. Released by the Honorable Carlos Del Toro, Secretary of the Navy. //

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