

CLASSIFICATION: UNCLASSIFIED/
ROUTINE
R 262204Z FEB 25 MID180001633313U
FM CNO WASHINGTON DC
TO NAVADMIN
INFO CNO WASHINGTON DC
BT
UNCLAS

NAVADMIN 044/25

MSGID/NAVADMIN/CNO WASHINGTON DC/CNO/FEB//

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

REF/A/DOC/ SECNAVINST 5340.7B/02JUN2023//
REF/B/DOC/DOD WASHINGTON DC/15MAY2024//
REF/C/DOC/FUNDRAISING ACTIVITIES/23SEP2024//

NARR/REF A IS SECNAVINST 5340.7B, ACTIVE DUTY FUND DRIVE IN SUPPORT OF
NAVY-MARINE CORPS RELIEF SOCIETY.

REF B IS DOD 5500.07-R, JOINT ETHICS REGULATION.

REF C IS STANDARDS OF ETHICAL CONDUCT FOR EMPLOYEES OF THE EXECUTIVE
BRANCH, FUNDRAISING ACTIVITIES (5 C.F.R. 2635.808).//

RMKS 1. Per reference (a), all U.S. Navy commands and activities with
Navy and Marine Corps personnel will conduct an Active Duty Fund Drive
(ADFD) in support of the Navy-Marine Corps Relief Society
(NMCRS) from 1 March to 30 April 2025. For over 121 years, NMCRS has been
a constant source of strength for our Naval Services, standing shoulder-
to-shoulder with our Sailors, Marines, and families at sea and ashore.
The campaign theme, "By Our Own, For Our Own," embodies our shared
commitment to take care of those whom we serve alongside.

2. In 2024 alone, NMCRS directly helped over 48,000 service members on
our Navy-Marine Corps team, providing over \$50 million in critical
financial assistance. The confidential financial assistance NMCRS
provides our Sailors and Marines peace of mind during financial crises,
keeping them mission ready and focused on the defense of our Nation.

3. NMCRS does not receive government funding and relies on contributions
from Active Duty and retired Sailors and Marines as well as other
supporters.

4. Success in meeting our goal requires involved leadership at all
levels. Early assignment of motivated fund drive coordinators and other
key roles ensure we reach 100 percent of our Sailors and Marines. Staying
engaged throughout the drive allows our people to learn about the
important programs and services NMCRS provides and offers opportunities
to donate.

5. During the NMCRS ADFD, Sailors and Marines are authorized to endorse,
support, and participate in fundraising events as long as commands and

organizations uphold the Department of the Navy's policy of voluntary giving.

a. Commands and organizations should review the regulations governing fundraising for NMCRS to determine which activities are permissible during the fund drive. Per reference (a), authorized ADFD fundraising activities in support of NMCRS include, but are not limited to command-sponsored raffles, lotteries, bake sales, car washes, or bowling tournaments. Fundraising events must be conducted on Department of Defense owned or leased property. If not, the event loses its "By Our Own, For Our Own" designation and cannot be command -endorsed. Commands and organizations are also strongly encouraged to communicate the benefits of NMCRS and its programs by achieving 100 percent meaningful contact through speeches, meetings, and videos, both in person and shared on social media. Limited appropriated fund support is permissible for kick-off events, award ceremonies, and other non-solicitation events to build support.

b. References (a) through (c) prohibit any coercive activities counter to the policy of voluntary giving, such as setting unit- level dollar goals or participation goals. Any action, or perceived action, that does not allow Service members to have free choice to give, or not to give, or any action, or perceived action that Service members do not have a free choice to publicize their gifts or keep them confidential are prohibited. The following fundraising activities are also prohibited: selling civilian clothes privileges or special liberty, raffling government parking spaces, sponsoring casino-like games of chance, soliciting civilian or contractor personnel, or soliciting outside of the federal workplace. Civilian or contractor personnel are allowed to support the ADFD through online donations and participating in fundraisers, but may not be solicited to do so.

c. Unit coordinators for the ADFD in support of NMCRS should consult their JAG or ethics counselor for further guidance regarding specific questions.

6. Navy-Marine Corps team, your steadfast support empowers our warfighting team to remain focused on what we do: deterring aggression, defending our national security interests and preserving our way of life. Thank you for all that you do.

7. Released by Admiral Kilby, Acting Chief of Naval Operations.//

BT

#0001

NNNN

CLASSIFICATION: UNCLASSIFIED/