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NAVADMIN 025/26

SUBJ/2026 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, FUNDRAISING AND SOLICITATION IN SUPPORT OF THE 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 Navy-Marine Corps Relief Society (NMCRS) from 1 March to 30 April 2026. For 122 years, NMCRS has been a light when dark times have fallen on fellow shipmates and Marines.

The annual fund drive is an opportunity to support them. The campaign theme, "By Our Own, For Our Own," embodies our shared commitment to take care of our community.

2. In 2025, the Society provided about \$50 million in critical financial assistance through grants and interest-free loans to more than 48,000 members of our Navy-Marine Corps community. On average, over 200,000 Sailors, Marines, and family members will use their programs and services each year.

3. The Society does not receive government funding; it only relies on the support of Active Duty and retired Sailors and Marines and the generosity of corporations, foundations, and individual donors

4. The confidential financial assistance NMCRS provides to our Sailors and Marines gives peace of mind when a financial crisis exceeds their financial ability and keeps them mission ready. Your contributions support interest-free loans and grants for shipmates facing financial challenges, including those dealing with basic living expense issues and family emergencies. In addition, the budget counseling and financial education provided by NMCRS volunteers allows our Navy and Marine Corps families to be better prepared to address the financial responsibility of adding a new family member or being prepared for emergencies.

5. Success in meeting our goals requires engaged leadership and management at all levels. Early assignment of motivated fund drive coordinators and key people ensures time to reach 100 percent of our Sailors and Marines. Staying engaged throughout the drive is imperative to meeting the goal of 100 percent meaningful contact to provide the opportunity to learn about the critically

important programs and services NMCRS provides and offering the opportunity to donate.

6. 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 truly 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 War owned or leased property; otherwise, 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 and 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 truly 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 to 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 NMCRS ADFD should consult their Staff Judge Advocate or ethics official for further guidance with regard to specific questions.

7. I am confident that with the active support and engagement of our leadership, NMCRS will continue the critical work of helping our Sailors, Marines, and their families. I encourage all who are able to consider making a contribution through payroll allotment, online credit card, or cash to help our brothers and sisters in need.

We need to take full advantage of this annual opportunity to help our shipmates and fellow Marines through the 2026 ADFD campaign.

8. Built in the Foundry - Tempered in the Fleet - Forged to Fight.

9. ADM Daryl Caudle, 34th Chief of Naval Operations sends //

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