



Charitable Donation Information

Assisting Veterans, Spouses,
and the at-risk community in
discovering their meaningful,
career focused occupation

2017



[DATE]

[Name]

[Company]



Dear [Name],

As a leader at [company], you no doubt understand the pressing need for assisting Veterans transition into the civilian life. As we know, our Veterans have given us their best and have been willing to put their lives on the line for us to have the freedoms that we enjoy. It is our goal to create communities that also give our Veterans nothing but our best to help them transition back to their homes.

Our efforts to help this transition can't take effect unless we have the support of everyone in our community.

That's where you come in!

I'm writing to ask you to donate to help us be a resource for our Veterans and create this community of partners. By donating, you will be able to join our network of partnerships in solving this social issue.

If you would like to sit down and have further discussions about donating time, money, or services, you can contact me directly at 616-914-4427 or troopsintransition@gmail.com

I hope to hear from you soon, and thank you in advance for your generosity.

With warm regards,


James Cooley

P.S. Please make sure to read this charitable donation document to better understand the current climate of transitioning Vets and the benefits of being in this network.

Veteran Career Placement Experience

If you are unfamiliar with the climate of military engagement, this next section will help to enlighten you. There are many cultural aspects to military engagement that can be considered. This is not a full list but it does provide insight to those who may not have full experience with the military life and history of transitioning.

Being In The Military and Resources

There is no question that there are silos that have been created inside the VA. This next section is not to talk bad about the organization. This next section is only to give further insight in what the Veterans face and why it is difficult to engage a Veteran. To start, ask any Veteran, has the military ever lost your paperwork? Have you ever had to do things multiple times because of miscommunication or paperwork issues? Have you ever been miss-paid in the military?

It will be rare for a Veteran to answer this question with a no. While in the military, this is normal. Troops have been trained to “hurry up and wait”. They have been given a special skill of waiting in lines. When getting involved in the VA, the experience can be the same. For many people, there is lost paperwork, or, more likely, having to fill out the same information multiple times because organizations do not communicate together. Additionally, the approximate number of Veterans to Employment Councilor is 160 to 1. There are so many wonderful people serving our Veterans. The real problem is they are understaffed. This causes long waits and minimum help. In addition, with many programs, to qualify, you must be above a certain disability rating.

Job Hiring Resources History/Veteran NPOs –

Have you ever put your name on a job board and get blasted with emails that are irrelevant to you? Well, that is what happens with the Veterans too. They are promised hopes and dreams and nothing but spam emails are delivered too them. Sure, you can have some success stories, but that is based on running through so many Veterans to find the needle in the haystack.

There are many fly by night Veteran NPOs that make grandiose promises and gets a ton of soldiers to sign up for their database but you never hear from them in a year. I hear that remark all the time from the military leadership team that I work with. They are very protective of their soldiers and no longer want them to be used as a tool. They want real care to come and help.

Veterans have been so used to people asking them to sign up for their database, come to our hiring event, that they are tired and skeptical. I don't blame them. I was them. I personally tuned out all Veteran resource centers. Why? Because I saw that Veterans were being taken advantage of. There is a lot of money that relates to a Veteran; GI Bill, Tax Credits, Stipends, Grants etc. When a company is helping a Veteran to make money and profit from them, Veterans begin to get skeptical.

It can be very difficult to engage Veterans if you are not actively pursuing them. Veterans are asked to come to events, sign up for this database. They have been treated as just another number. Active engagement is the best way to help Veterans. Obviously, they cannot be forced to use a program, but if they don't think that the organization really has their best interest at hand, then you will be hard pressed to engage the Veteran.

Follow Up from Active Duty

Our feedback from our active duty Veterans is that their transition process has been getting better. They are striving to connect Veterans to all the proper resource. That's great! The only downside is the follow up. They receive follow up calls after a few months, but then the calls are done. It is very easy for a Veteran to stay off the grid after separating from the military. After all, they are trained to do that. It is important that, as a community, we engage in meaningful relationships with our Veterans to ensure proper follow up and transition into civilian life. Surveys suggest, many separated Veterans do not feel fully transitioned even after 2 years in civilian life. Research also shows that a job is not the only aspect that helps transition from military life to civilian life.

Political Atmosphere

As mentioned above, there is a lot of money that can be tied to a Veteran. This is through government assistance programs that can benefit companies, education agency and other resource groups. Even now, our politicians are trying to find ways to help encourage Veteran Transition and employment. There are many proposals to give extra incentives to companies who have Veteran retention programs in place with their company. Veteran Transition is becoming increasingly a hot topic in the political sphere. Companies that proactively position themselves as a company that supports Veterans will be able to gain attraction from Veterans and government incentives. Having strategic partnerships with companies that can help assist in that positioning is critical.

Charitable Donation Explained

In this brief section, I will cover the reasons why we are asking for a Charitable Donation rather than Service Fees.

Service Fee Vs. Charitable Donation

Firstly, I think it is very important to distinguish the goal of this partnership. Our goal is to give better opportunities and serve our Veterans. We are here to help them with career planning and transitioning into the civilian workforce. This service is Veteran focused and not business focused. We have a vision that our deliverable is strictly to our Veterans. If we charge service fees, then we run the risk of putting our deliverables for businesses. As we are still going to present our Veterans to our partners, we do not want our focus to shift away from our Veterans. We are solely funded on charitable giving. We have a theory that the partners who see our vision and want to sow into it, are truly the partners that will be sustainable for us to provide this service for our Veterans. We do not want to force anything that is not there. We want to offer a pure service for our Veterans that works and is not taking advantage of them. It is very common for Veterans to be sought after to make a profit off. There are many Veterans Services that charge companies to make a profit by using Veterans. Typically, Veterans are thrown into a database and blasted with emails that are irrelevant to their search. There is a lot of cost in being one on one with the Veterans and walking through our program. We also understand that this is not about us. If we were in this to make a profit, we would not be a Non-Profit Organization. To keep this as pure of a service as possible, we want to take charitable donations and not service fees.

GL Accounts

An advantage to paying in charitable donation is the expense vs. donation for tax purposes. As you employ Veterans, what would normally be paid out as an expense has already been classified in the tax-deductible charity donation GL.

Suggested Funding Amount

We are not requiring a given amount. We are thankful for all donation sizes. Our biggest goal is to make sure that everyone has a level playing field. We want smaller companies to have the same visibility as a larger organization. Here is our breakdown for a suggest donation amount:

- 10% of recruiting budget
- 10% of marketing budget
- Above and beyond generosity (what your heart says)

Sometimes, it is desirable to have real figures to talk about. For example, if your budget is below:

- \$100,000 Recruiting Budget
- \$300,000 Marketing Budget
- \$10,000 (Recruiting) and \$30,000 (Marketing) and \$10,000 (Good Will) = \$40,000 Donation.

Maybe you don't set an exact budget. Here is another way to calculate a minimum donation amount:

- \$10,000 (Recruiting Fee For One Hire - \$40,000 Salary at 25% Service Fee)
- \$2,000 (Ad Space and Marketing Fees for Branding)
- \$12,000 Donation.

I know this is not an exact science, but we do not want to limit donations. We know how much everyone is paying for recruiting fees (we come from the recruiting world). We are not trying to pinch anyone for money, we are truly trying to make it easy for a donation amount. We understand that it can be difficult to put an exact number on good will branding because you simply can't just buy it. It is something built and invested in your company. Ultimately, this can be treated as other more popular and known Non-Profits that have fund raising that do community building and social justice. The only difference is that Troops In Transition does actually benefit the employer network with the Veteran and Spouses career pool.

The below gives more insight into the programs and benefits that you as a company will receive. Even though there are direct and indirect benefits, the ultimate benefit is that you are helping solve a social issue and giving back to the community. It is our belief that our Veterans have given their best and were prepared to give us their life if it was asked for. We believe that our community should offer them nothing but our best in return.

Charitable Giving Benefits

Employment

The main benefit in partnering with Troops In Transition is the accessibility to Veterans. The Veteran community is a very niche community and protected. They have a history of being taken advantage of.

It is very difficult to have a pool of your own Veterans. It takes a lot of work and connections. The main benefit is that you have full access to our network at all times. Our goal is to get our Veterans, their spouses, and the at-risk community their meaningful career focused occupation. We cannot do that without transparency to our partners.

It is important to note, that we are only allowing a few companies to be in this network. This is a strategic approach to growth. Our goal is to build relationships with everyone in our network (both Veteran and Employer). If there are too many employers, then you will not get a true partnership connection as you would with a focused group. This also increases your visibility to the Veterans and builds your good will brand to the community.

Indirect Marketing

The Indirect Marketing Section covers the marketing benefits of a Charitable Donation to Troops In Transition, Inc. There are many indirect benefits that occur when a company gets involved in helping solve a social issue in their community.

There is no question that a company that rejects (or even perceived to reject) Veterans in the United States does not fare well with the popular view. The most recent examples are Dave and Busters (in West Michigan) and Starbucks. Neither company actually rejects Veterans. However, simple public statements or actions took the wrong way and is getting public backlash. Likewise, Black Rifle Coffee Company made a campaign to fight against the Starbucks' hiring campaign. They took advantage of current unfavorable view and are capitalizing on that PR to build their brand in the market.

Taking care of Veterans can get a lot of credible publicity. Americans recognize that our government is not properly resourced to give Veterans exactly what they deserve or even need. When companies come together and show tangible ways they are making a difference in the Veteran community, the positive image of the company increases. There are a few indirect things that happen when committing to a non-profit.

Since hiring Veterans is a hot topic in the current political issues, it is very easy to gain publicity. It is encouraged that you would publicize your donations or services to us by sending press releases and photos to local media. Also, be sure to include your charitable involvement in your marketing materials. Promote success stories of Veterans who go through our program. We also will do the same and more. However, we give you the freedom to publicize it yourself to continue building your charitable goodwill brand. Since this is a partnership, the more we (you and us) talk about what is happening, the more public attention it creates. Here are some other indirect benefits from partnering with Troops In Transition.

With that, below is the structure and the indirect benefits of partnering with Troops In Transition, Inc.

1. Community Image Improves – Goodwill
 - a. The community will see the companies that stand behind Troops In Transition and they will recognize those companies as companies who are striving to make a difference. The visibility that being in our program can provide cannot be bought or manufactured outside of this social issue. Tying your company to a social issue (like Troops In Transition) builds the brand character of [COMPANY]. Companies cannot fabricate brand character.

2. Brings Awareness to Company – Brand Awareness
 - a. In addition, our Partnering Network will have a lot of promoting done by Troops In Transition. Every potential partner will see your company, every person who follows the story will see your company, every Soldier who hears about our program will see your company. In every event, every chance we have, we will speak about the companies in our partnering network. Having you in our network is mutually beneficial. It adds credibility to our program, and you get advertising that you don't have to do yourself.
3. Builds Morale Inside of Company.
 - a. When companies help concur social issues, the employees of that company get to feel like they are working for something bigger than just a company. Making a difference in the community helps the employees take pride in their company. This helps in recruiting and retention of employees.

Other Indirect Marketing

1. Drives Candidates to your jobs
 - a. With all the brand awareness and with the social issue of hiring, this will naturally draw more people to your job boards. People want to work for companies who make a difference in their community. Having programs that are visible, helps word of mouth advertising because it helps people tangibly say why the company is great to work for.
2. Drives Other Companies to Social Issue
 - a. By becoming a partner, you also can make a difference by driving other companies to help solve this social issue. This helps your name, but more importantly, your name helps make an even bigger difference.

Below are different ways we will be building [COMPANY]'s brand awareness and goodwill:

Employment Position Announcements, Partnership and Collaboration Announcement, Brand Recognition/Goodwill Promotion

Speaking Engagements

We are often invited to speaking engagements. These occurrences are, but not limited to, employment networking groups, public speaking (progress of our NPO), and Military facing speeches. In these speaking engagements, we talk about current open positions and success stories with our partners. It is imperative that we talk about our partners whenever we get a chance. This helps build credibility into the program and drives more resources and Veterans.

Every time we speak, we will introduce the companies that we represent. Being in our partnerships, allows you to have a reach without having to be physically present. We will represent your company and talk about the wonderful programs that you are implementing and how important everyone is on your team. We also have developed a very active approach to maintaining our pool of Veterans. With our activity, it will generate more interest than the typical signing up for a blast email, that they are used to.

Veteran Coaching Sessions

With every Veteran that we are coaching, we announce positions and our partnerships, so they understand all the options that they have available to pursue. It also helps for them to spread the word to their Veteran brothers and sisters. When a Veteran displaces from the military, it is common for them to go off the grid and it can be difficult to contact and serve them. By having Veterans talk about it to their network of friends, it makes sure everyone they know is taken care of. This helps spread awareness of jobs and companies who support Veterans.

We are active in engaging Veterans in our program. Word of mouth is great; however, we go to drill weekends, set up events and actively make sure our Veterans are getting the care they deserve. For a little perspective, there are hiring agencies out there that get soldiers to put their name in a database (like a monster) and then blasts them positions that are not relevant to their need. We are personally focused on the Veteran that comes through our doors. We have established a few pools of Veterans that we help assist. Below is a brief rundown of our current pools and our future relationships.

Monthly Reach with National Guard

As it stands today, we will be speaking and supporting roughly 1,200 Soldiers in the national guard. This number is expected to increase as we continue building relationships and expanding into more Units.

Monthly Reach with Davenport University

As it stands today, we will be speaking and supporting roughly 300 Veterans at Davenport University. We will hold several career coaching seminars, employer awareness events and general Veteran NPO awareness events.

Future relationships

Right now, we are in conversation with expanding into the Marine Reserves, GVSU Student Veterans, GRCC Veterans, Ferris State University Veterans, Army Reserve Units and additional Army National Guard Units.

Events

We will be hosting many different events. The event topic will differ between, NPO awareness, NPO Partnership Engagement, Partner Recognition and Gratitude, Veteran Recognition. At these events, we will be promoting our partners and talking about success stories. This is a great way for public recognition and strengthening of the goodwill of your brand. Below is a list and description of our 2 main 2017 events.

Troops In Transition Golf Scramble

Our first event this year will be held on June 23rd at Glen Eagle Golf Course. This Charity Golf outing is a major fundraising event this year to raise awareness and funds to help accomplish our mission of assisting our Veterans, their spouses, and the at-risk community to discover their meaningful and career focused occupation. This golf event is a great opportunity for us to get all areas of communities involved (business community, Veteran community, local community).

This golf outing will include:

Par 3 Car Give-A-Way Challenge

Silent Auction

There are many ways that you can get involved. As a corporation, we do have different levels of sponsorship.

Veterans Challenge Benefit Concert and Luncheon

We have taken the lead in the Veterans Challenge 2017 project with Exodus Place. The Veterans Challenge 2017 project is to end Veteran Homelessness in 2017. With this project, we will be having a Benefit Concert and a Luncheon with Ted Nugent (Exodus Place's Ambassador) and Kid Rock. We will be looking for major corporate sponsorships to help make this concert happen.

Mailings/News Letters

We will be sending out quarterly newsletters to all stakeholders. In these newsletters, we highlight success stories, partnerships, and general employment news. We will also include any expansion in partnerships and programs. This is a great way for us to mass communicate to our stakeholders about all our progress. It is very important that we continue to communicate progress because a lot of eyes will be on our programs.

Newspaper Publications

Newspaper Publications are a great way for the community to read about what businesses are doing to solve a social issue such as Veterans Employment. This creates high visibility and credibility for social media shares and getting the community excited. Also, newspaper publications are typically taken more seriously than company publications. This helps build credibility into the program and social issue. We have connected with an editor from Stars and Stripes that would like to do an write up with me. This is always a great avenue to raise awareness and brand recognition.

Social Media Promotion

We will announce our partners every time we create a partnership, introduce a new collaborative program, or have a success story with our Veterans. This will also help to act as a spring board for the community to go to your social media. We anticipate the visibility will drive traffic and bring attention to your company. Our social media platforms right now are Facebook, Youtube and LinkedIn (in process). We feel like these social media platforms will be a great foundation to raise awareness for our programs and success stories. It is advantageous to have success stories because the

more visibility you have with success, the more Veterans will recognize the brand as being Veteran Friendly. This ultimately will build your pipeline with Veterans in the area.

We are heavily focused on the community coming together and supporting this program. As a part of that involvement, we encourage the community to support those who support us. This creates a winning atmosphere for visibility to our program and the impact that the community is having on this social issue. The strategy behind this is, if we only show that Troops In Transition is making the impact, the community buy in would be stifled. Our vision is that the community would get involved helping the community. This will help empower the West Michigan area to take pride in what we are doing.

Website/Blog/vBlog

We will be publishing our partner's logos, success stories and any publications that announce collaboration in programs. We advertise our partnerships and make them highly visible because that also creates validation to our program. We are also writing blogs and video blogs (vBlog) to help tell our story. We anticipate that we will have a substantial amount of followers that want to keep updated on our progress.

Sponsorship Outreach

As we meet with potential sponsors, we will provide an updated list of our current sponsors. This will give them an idea of who is collaborating with us. Every single corporation will see your logo every time that white page is presented. The earlier you get on board, the more visibility you would have overall.

Summary

Overall, we have created a tangible way the West Michigan Community of Businesses can come together and solve a social issue. We are thankful for every opportunity to have to collaborate with those who see our vision and want us to be successful. We will wrap our arms around every partner that wants to make a difference.

Organizational Note:

As of today, we have our EIN and our 501c3 status is pending. Our application is sent in and we can provide the application letter and a legal letter of intent if required.

Reference Partners (Official Contacts Have Not Been Approved To Release Contact Information):